

## Education

### University of California, Berkeley

B.A. Cognitive Science, with an emphasis in Human-Computer Interaction (HCI).

Aug 2016 – May 2020

## Skills

### Tools

Figma, Sketch, Adobe Xd, InVision, Illustrator, Photoshop, InDesign, After Effects

### Creative

Interaction Design, Prototyping, Usability Testing, Systems Design, Visual Design, Illustration, Journey Mapping, Wireframing, Design Systems, Accessible Design, Product Thinking, Competitor Analysis, Responsive Design

## Experience

### Sure / Senior Product Designer

Led digital insurance experience design across quote, policy purchase, and management for multiple P&C carriers, spanning 6+ verticals, including a renters insurance product redesign resulting in 26% conversion increase. Architected reusable design framework for consumer insurance flows that significantly accelerated development velocity. Authored comprehensive Insurance CRM pattern standardization, reducing design and development time. Spearheaded form builder internal tooling initiative through close collaboration with engineering and product stakeholders.

Mar 2023 – Present

### Altro / Product Designer

Led end-to-end product design for an award-winning fintech platform, resulting in recognition as one of TIME's Best Inventions 2022. Established and implemented design system that increased design consistency by standardizing 150+ components. Designed secure PII collection flows and credit-building experiences for 100,000+ users.

Nov 2020 – Jan 2023

### Blueprint / Designer

Designed and shipped web application to scale operations for solar power nonprofit. Created onboarding flows and dashboard interfaces for multiple user personas. Led user research initiatives including stakeholder interviews and usability testing with 20+ participants to validate design decisions.

Sep 2019 – May 2020

### UC Berkeley School of Law / Visual Designer

Produced digital and print marketing materials on behalf of Public Law and Policy Program and Korea Law Center. Maintained Berkeley Law websites and created branding assets to establish strong visual identity.

Aug 2019 – May 2020

### DES INV 98, UC Berkeley / Teaching Assistant

Taught and oversaw UC Berkeley-sponsored and accredited design course Introduction to Photoshop and Illustrator (DES INV 98). Curriculum covers Adobe Photoshop and Illustrator, design theory, and design thinking.

Aug 2018 – May 2019