

OBJECTIVE

An NYC-based UX designer with 15 years of building digital products with a human-centered point of view and a great passion for making the product meet users' needs. A rare combination of design, technology, and leadership with a Master's Degree in the Instructional Design field. Continuously learning and growing.

EXPERIENCE

UX Designer, Forbes Media, Jersey City, NJ • Dec 2010 ~ Sept 2011 & Mar 2017 ~ Present

- Deliver products from concept to completion, with strong attention to detail and quality.
- Effectively communicate and collaborate with fellow UXers, PM, Editors, and Developers with excellent conceptual and presentation skills.
- Rebranded and launched Forbes Vetted new Homepage, Channel, and Section pages: YTD 156% of the goal.
- Launched dedicated Vetted social media accounts on FB, IG & Twitter in June 2021: YTD 16K+ IG followers.
- Led designs and art directed the Forbes Store, which launched in July 2021 and is successfully growing: \$100K+ in sales revenue YTD with a 1.5% conversion rate.
- Designed and launched the Forbes' major lists for three consecutive years from 2018 to 2020: +2.1% increase of total pageviews. The lists include 30 Under 30, The Real-time Billionaires List, The Celebrity 100, and Top Colleges.
- Received the top review EE (Exceeds Expectations) from the Forbes leadership in 2021. Top-rated as the Solution Oriented, Delivered Results, and Team Oriented.

Co-Founder & Manager, Hugssy Group, Inc., New York, NY • Mar 2012 ~ May 2015

- Played a critical role in the full spectrum of operations and successfully launched the tech-based startup, collaborating with the Engineer team.
- Managed the team of designers and writers, and worked closely with developers and social media influencers.
- Raised over \$200K, recruited employees, provided customer supports, brought valuable, differentiated products to market with entrepreneurial thinking and positive mindset.
- Solved problems with multiple constraints and collaborated with cross-functional partners.

New Media Associate, Columbia University CNMTL, New York, NY • Mar 2009 ~ May 2010

- Created, edited, and managed web-based resources and digital texts, such as wikis and podcasts.
- Evaluated quantitative data and coordinated with programmers to ensure the quality of the product.

Multimedia Designer, SourceMedia & Vibrant Media, New York, NY • Nov 2007 ~ May 2008

Senior Airbrush Artist & Sales, Stroke of Genius, Las Vegas, NV • Nov 2000 ~ Jan 2004

- Sold more than 8,500 unique works of art and recognized as #1 salespersons (2001, 2002, 2003).

EDUCATION

Teachers College, Columbia University, M.A. in Computing in Education, New York, NY • Sept 2008 ~ May 2010

Parsons the New School for Design, B.F.A. in Design and Technology, New York, NY • Sept 2004 ~ May 2007