

EXPERIENCE:

UX Designer II

Microsoft - Seattle, WA (Mar 2016 - Present)

- Working on a team of designers, content writers, researchers, program managers, and front-end developers to improve the Bing Ads platform for our advertisers worldwide; retaining 31.3% ad search market share next to Google Adwords
- Responsible for all UI under accounts & billing for Bing Ads, including but not limited to account onboarding, account management, payment methods, tax management, etc.
- Has shipped over 10 major features including a new log-in screen, performance based coupons tracker, and various internal tools for our Bing Ads account managers.
- Involved with diversity & inclusion efforts at Microsoft, seeking to increase attraction, retention, and engagement with diverse hires ranging from women in engineering to underrepresented communities.

UX Design Intern

Apptio - Bellevue, WA (Jan 2016 - Mar 2016)

- Working directly on a design team of nine to create user-focused solutions for technology business management (TBM) and IT cost transparency reporting in Apptio's big data analytics platform that is used by over 250 companies.
- Collaborating on the report creation and editing process as the data visualization expert while emphasizing tenants and traps within the interface.
- Assisting to facilitate the instructional design of an Apptio University course that will be used by over 2,000 of Apptio's users.

UX/UI Designer

AmpX2 - Seattle, WA (Jun 2015 - Sept 2015)

- Contract-to-hire role working with AmpX2's white-label cloud software; reporting to a product manager to provide creative user-focused solutions for their web, desktop, & mobile platforms.
- Introduced user experience and user-centered design to the team's development process through research methods, use cases, low-high fidelity prototyping, & interaction design.
- Reviewed designs with team through iterative brainstorming and critiques.

Design & Usability Lead

AppEpic LLC - Seattle, WA (Jun 2014 - Jun 2015)

- Lead in testing the usability and design of apps, moderating four usability test.
- Work intimately with a usability team of five to help developers better market and test their apps before going mainstream in order to boost their user experience.
- Reported to the CEO user flows and prototypes for online dashboard.
- Manage AppEpic's four social media accounts with updates about app development, usability, and reviews.

ACADEMICS:

University of Washington, Seattle WA

MS in Human Centered Design & Engineering June 2016

User Centered Design Certificate June 2015

Cumulative GPA: 3.87

Hampton University, Hampton VA

BA in Graphic Design May 2014

Leadership Studies Minor

Merit Academic Scholarship Recipient (2010-2014)

Cumulative GPA: 3.72

COMMUNITY:

AI & Research D&I, UW HCDE Admissions Committee, Microsoft x HCDE Mentor, HCDE GSA, Golden Key Honour Society, Alpha Phi Alpha Fraternity, Inc.

SKILLS:

UCD Process

Personas

Design Mapping

Sketching

Wireframing

Hi-fi prototyping

Lo-fi prototyping

Site Mapping

Interaction Design

Affinity Diagramming

Paper Prototyping

Card Sorting

User Scenarios

A/B Testing

TOOLS:

Figma

Adobe XD

Photoshop

Indesign

Illustrator

Axure Pro

Invision

PROJECTS:

Microsoft Advertising rebranding (June 2018 - May 2019)

Previously known as Bing Ads, Microsoft Advertising underwent a complete rebrand and redesign focused on accessibility and familiarity for our SMB users.

ComfyTree Lending (August 2017 - October 2017)

Freelance contract to perform heuristic evaluation and provide design recommendations.

conVRse (Sept 2015 - Apr 2016)

Completing capstone project sponsored by Intel to ideate, design, & build an immersive language learning experience through the use of virtual reality.

myYard (October 2015)

Conducted a lean user-centered design process in 5 days to ideate and prototype an app that helps facilitate yard sale transactions.

Popcorn (Mar 2015 - June 2015)

Designed a responsive e-commerce site for streaming TV show & movies.

Essay Mentors Online (May 2015 - June 2015)

Designed a web portal for the Issaquah Schools Foundation.

Ally (Jan 2015 - Mar 2015)

Followed client's business model canvas to design crowd-sourced app for accessible travel.

OpenStack (Jan 2015 - Mar 2015)

Conducted usability studies for Hewlett-Packard's OpenStack Horizon throughout 10 week period.