

## PROFILE

I am a passionate and intuitive user interface designer with significant experience in user interface and experience design for mobile, social and video. My design methodology begins with brain storming and competitive analysis, explores wire-framing and conceptualization and ends with usability testing to design a polished product. I'm looking to apply my love for pleasing user experiences and clean visual designs to a company who wants to be proud of their product.

## EXPERIENCE

## LEAD USER INTERFACE DESIGNER, OOOYALA, MOUNTAIN VIEW, CA 07/08-PRESENT

- Mock-up, streamline and implement new product features into Backlot, a Flex-based Adobe AIR video content management system, earning over \$100k in statements of work.
- Design a Flash-based enterprise video player featuring modular plug-in architecture, with a slicker, more responsive user interface.
- Create usability experiments on the website, AIR application and Flash player to collect metrics and iterate a better user experience for the customer and their customers.
- Work closely with core applications team to create a user-friendly enterprise video solution - including designing, coding and testing custom video players built with the Javascript API.

## USER INTERFACE DESIGNER, LOOPT, MOUNTAIN VIEW, CA 04/07-07/08

- Conceptualized, mocked up, designed and usability tested new features Share What's Up, Friend List and Ping, which increased repeat users on the mobile application by 700%.
- Created the iPhone feature Loopt Mix, which connects Loopt users with Loopt users nearby, opening up their social graph and connecting users with new friends and dates.
- Designed Loopt Facebook application, creating an expansive separate online user base that could interact with existing Loopt mobile users and be up-sold to the mobile application.
- Wrote and conducted on and offsite usability studies for Facebook and handset specific mobile applications.
- Led and shaped design process within cross-functional teams at an early stage start-up.

## USER INTERFACE DESIGNER, VEOH, SAN DIEGO, CA 10/05-10/06

- Led creative process for the graphical user interface of Veoh 2.0 from concept generation to implementation, resulting in a 500% traffic increase in the first month of release.
- Translated business partnerships from major media companies into designs for branded "channels."
- Designed wireframes and prototypes for the 3.0 Veoh Client to overwhelmingly positive feedback.
- Conducted onsite usability testing of the 3.0 Veoh Client, and iterated designs in response to data from testing.
- Coded cross-platform, W3C compliant pages in XHTML/CSS and JSP from Photoshop mockups.
- Created user education with clear and succinct product documentation via FAQ's and help tutorials.

## WEBMASTER &amp; DESIGNER, JOHN MUIR COLLEGE @ UC SAN DIEGO, LA JOLLA, CA 9/04-3/06

- Designed a website based on the needs of different target audiences for maximum usability.
- Developed an interactive website for freshman and transfer students to enter pertinent information.
- Increased number of students and family who rely on website for up-to-date information by 25%.

## WEB DESIGNER, SCRIPPS INSTITUTION OF OCEANOGRAPHY, LA JOLLA, CA 8/02-8/03

- Structured and designed website templates for all the departments within SIO to use.
- Created and maintained the websites for Explorations Magazine and Birch Aquarium.
- Designed all graphics, banners, and color schemes on SIO website.

## EDUCATION

B.A., Cognitive Science with specialization in Human Computer Interaction  
University of California, San Diego (pending 3 units for graduation)

## SKILLS

Software: Adobe Photoshop, Illustrator, InDesign, ImageReady, PageMaker, Flash, Dreamweaver, Fireworks, RoboDemo, iMovie, OmniGraffle.

Web: HTML, CSS, Javascript, Search Engine Optimization.

Languages: Chinese – Cantonese (fluent), Mandarin (conversational).

## OTHER

BayCHI, professional member, 2008-present.

AIQA, professional member, 2007-present.

Women 2.0 Business Napkin Challenge, semi-finalist, 2007.

Refresh: San Diego, presentation: "Social Interaction and Design," September 2006.

Society of Women Engineers, UC San Diego chapter, President, 2004-05.

Society of Automotive Engineers, UC San Diego chapter, Vice-president, 2004-05.