

EDUCATION

University of California, Berkeley, Master of Information Management and Systems

May 2027

Concentration: UX Research, Product Design, Product Management

Relevant Coursework: Lean/Agile Product Management, Research Design, Data Structure & Analytics

University of Michigan, B.S. Urban Technology

May 2025 • GPA: 3.9

Minor: Computer Science and UX Design

Relevant Coursework: UX Public Field Research, Usability Evaluation and Needs, Interaction Design, Service Design, Web Design, Development, & Accessibility

EXPERIENCE

Web Development Director, Cultured Kids Cuisine

Jun 2023 - Present

- Led a cross-functional UX and dev team of 10+, guiding research, design, and implementation to align digital experiences with user and organizational goals
- Planned and moderated usability testing, surveys, and feedback sessions to evaluate prototypes, emphasizing inclusivity, mobile responsiveness, and accessibility
- Redesigned the organizational website using Figma and React, applying WCAG-informed color systems and responsive layouts that increased user engagement by 26%
- Established design standards and accessibility guidelines to ensure consistent UX across devices

Initiatives Intern (Tech & Creatives Team), New York City Economic Development Corporation

Jun 2024 - Aug 2024

- Conducted mixed-methods research, including data analysis from 250+ organizations and focus group facilitation with 60+ industry leaders, to uncover gaps and opportunities within NYC's digital gaming and entertainment ecosystems
- Synthesized findings into actionable insights to inform the city's long-term digital gaming strategy and investment priorities
- Relaunched curation of internal newsletters summarizing key tech and gaming trends, transforming raw market data into user-centered insights for policy and program decisions

UX Designer, Michigan Economic Development Corporation

Feb 2024 - Apr 2024

- Conducted 70+ surveys and 6+ usability tests to identify residents' needs and motivations related to relocation and participation in local community events
- Created personas, journey maps, storyboards, and user flows to visualize findings and align stakeholders around key designs
- Designed and tested low- and high-fidelity prototypes of a mobile app that connects residents with nearby pop-up events
- Presented user research insights and validated prototypes to MEDC leadership to guide future tech policy implementation

PROJECTS

Web Developer, Athletic.net

Jan 2025 - May 2025

- Applied WCAG 2.1 standards using WAVE, aXe DevTools, and Web Disability Simulator to evaluate and enhance digital accessibility, implementing semantic HTML, ARIA roles, and optimized color contrast for screen-reader and keyboard users
- Developed fully responsive web pages in React, HTML, CSS, and JavaScript, ensuring accessibility compliance and a consistent user experience across desktop, tablet, and mobile devices

UX Designer, Michigan Flyer

Nov 2023 - Dec 2023

- Conducted 40+ interviews, surveys, and think-aloud sessions to uncover pain points in transit mobile booking experience
- Developed and tested human-centered, mobile-first prototypes that improved navigation efficiency and task completion by 30%
- Delivered research-driven recommendations and high-fidelity prototypes to Michigan Flyer stakeholders and local urban planners, shaping future transportation service design

LEADERSHIP

Urban Tech Student Organization, Co-founder & VP of Communication and Logistics

Nov 2023 - Jan 2025

- Designed visual communication materials and managed member engagement across digital platforms.
- Organized UX and design workshops (Figma, Illustrator, Photoshop) and networking events for 50+ members, fostering professional skill growth in human-centered design and technology

SKILLS

Accessibility: WCAG, WAVE, aXe DevTools, Web Disability Simulator, Semantic HTML, ARIA Roles, Color Contrast Analysis

Research: User Interviews, Usability Testing, Survey Design, Empathy Mapping, Field Observation, Diary Study, Miron

Design: Figma, Adobe Creative Cloud, Design Systems, Wireframing, Accessibility Guidelines, Responsive Design

Technical: React, C++, HTML/CSS, Python, JavaScript, SQL, ds.js, Pandas, Data Visualization