



user experience / design strategy / visual communication

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WORK EXPERIENCE

04.15–Now

Samsung Electronics America, Mountain View, California

Senior UX Designer, Product Innovation Team

Work collaboratively with internal product managers and award-winning agencies to identify new market opportunities and define value propositions for Samsung product line-up. Lead and execute on product experiences across various consumer electronics categories, including user scenario brainstorm, storyboard, wireframe, interface design, clickable prototype, and concept videos. Develop prototyping framework and hypotheses to validate product concepts, user behavior, market trend, and emerging technology.

04.12–04.15

Philosophie, Venice, California

Senior UX Designer

Strategy and execution of large-scale projects that focus on a user-centric design approach. Create and maintain wireframes, site maps, user stories, and flow diagrams to guide agile development across various platforms. Conception and creation of design solutions that address both primary user goals and business goals of diverse clientele.

09.13–12.14

Art Center College of Design, Pasadena, California

Faculty Member

Interactive Design 4 introduces designing an iOS mobile app with the goal of a functional prototype and comprehensive UX deliverables. Topics include user research, planning usability testing, human interface guidelines, wireframing, and best practices in real world scenarios.

03.13–12.13

General Assembly, Santa Monica, California

Teaching Assistant/Guest Speaker/Workshop Instructor

Guide students through the knowledge and best practices of user experience design.

01.11–03.12

Miso Media, Venice, California

Lead Designer

Development of applications on iOS, Android, and web. Responsible for branding of applications; UX wireframes, user scenario, and interface design; software engineer in test for quality assurance; character design for turntable.fm; management of design interns; and, assorted print and packaging works.

10.08–12.10

Art Center College of Design, Pasadena, California

Letterpress/Teaching Assistant

Assisted students with letterpress printing and typography projects in classes and workshops.

Spring '10

Red Design Consultants, Athens, Greece

Creative Intern

Assisted in identity development, concept, packaging refinement for clients such as TT Hellenic Postbank, A.B. Vassilopoulos, and Attica Zoological Park.

EDUCATION

09.07–12.10

Art Center College of Design, Pasadena, California

Bachelor of Fine Arts with Honors in Graphic Design with a specialization in Packaging and Interactive Design. GPA of 3.70.

Summer '09

Basel School of Design, Basel, Switzerland

Summer Program: "Basics in Design and Typography"

AFFILIATION

2010–2014

AIGA, the professional association for design

Event Producer/Volunteer/Member for the Los Angeles chapter

Focus on producing large scale (100+ attendee) events include "Nomads, Heretics, and Do-Gooders" and "Best Practice Strategies any Design Firm should know with Emily Cohen".

SKILLS

Strong working knowledge of Sketch, OmniGraffle, Photoshop, Illustrator, InDesign, After Effects, HTML5, CSS3, agile development, lean startup methodology, design thinking

Familiar working knowledge of Ruby on Rails, Android OS, JavaScript

Languages Fluent in English and Mandarin Chinese.