



Product designer & UX lead based in Sunnyvale, California

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WORK

May.17–Now

Interaction Designer

Google – Mountain View, California

- Launched hotel search on mobile, helping travelers to explore and find a place to stay with confidence; increased revenue by 16% & conversion rate by 20%
- UX lead on vacation rental search, oversaw a brand new vertical expansion for the core hotel search product from conceptualization to launch
- UX lead on attribute management system that enables hotel owners to edit amenity and service attributes to their hotel listings
- Designed and launched numerous filter components, design pattern unification, and mobile adaptation to latest Google Material guidelines
- Pitched and led internal hackathon for Google Travel team across 3 offices
- Certified Design Sprint master; facilitated 5+ internal design sprints
- Managed 1 design intern (successfully converted to full-time starting May 2019)

Apr.15–Apr.17

Assistant Manager of Design & Execution, Product Innovation Team

Samsung Electronics America – Mountain View, California

- Managed UX/UI direction for Samsung's visionary concepts for home appliances, large-format displays, TV & audio, and smart home devices
- Facilitated ideation sessions with senior management to identify new opportunities, define product strategy, and refine value propositions based on market insights
- Built and presented 4+ functional prototypes to executive stakeholders, successfully earning greenlight for my team to lead product development for several of them
- Established high-level product definition and experience for Family Hub (CES 2016 Best Innovation Award)
- Created prototypes/concept videos to foster partnerships with strategic brands
- Managed and oversaw mobile development of an appliance-compatible Android app

Apr.12–Apr.15

Senior UX Designer

Philosophie – Venice, California

UX designer and product strategist for a software agency helping organizations and entrepreneurs transform their ideas to products

- Led Agile sprint kickoffs and facilitated design workshops to help clients define product strategy and vision, identify user pain points, and develop roadmaps
- Oversaw full design stack from research to implementation, delivered varying fidelity design prototypes, and partnered with engineers for 10+ product launches
- Delivered solutions for clients such as YapStone (large-scale online payment service provider for apartment and vacation rentals), luxury online eyeglasses marketing site and order fulfillment system, web-based writing development tool for high school students, tech gadget and software retail CMS, and more
- Conducted design interviews, and mentored 3+ interns and junior designers

Sep.13–Dec.14

Faculty Member

Art Center College of Design – Pasadena, California

- Taught 4 terms of undergraduate interaction design courses
- Developed curriculum and lesson plans covering a broad range of UX topics (research, design, and prototyping) that reflect real-world experience
- Provided portfolio critique and interview guidance for graduating students



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- Mar.13–Dec.13 **UX Design Instructional Associate / Event Moderator**
General Assembly – Santa Monica, California
- Mentored 2 classes of 20+ students (mid-career professionals) on UX knowledge and industry best practices, and provided guidance on student projects
 - Panel speaker on understanding the user experience and design industry
- Summer '13 **Freelance Design & Consulting**
- Worked with TouchFrame to develop UX for “Braindex”, an iOS game show app that became 2013 #1 iPad app in Entertainment and Primetime Emmy Award Finalist for Best Interactive Program
- Jan.11–Mar.12 **Lead Designer**
Miso Media – Venice, California
- UX/UI Designer for cross-platform musical applications
 - Designed interface and user flow for Miso Music (a mobile/tablet application that teaches stringed instruments), strobe tuner, sheet music editor, and augmented-reality drum set. In 2012 Miso Music became #2 in iTunes Top Music Paid iPad/iPhone Apps and #11 in Top Paid iPad Apps
 - Mentored 2 design interns
- Spring '10 **Creative Intern**
Red Design Consultants – Athens, Greece
- Identity development, concept, packaging design for clients: TT Hellenic Postbank; A.B. Vassilopoulos, a supermarket chain; Attica Zoological Park

SKILLS **Strong working knowledge of** Sketch, Principle, Photoshop, Illustrator, InDesign, After Effects, HTML5, CSS3, agile development, lean startup methodology, design thinking, Design Sprint, storyboard, wireframing, clickable prototype, usability testing, moderating user study, Material Design, accessibility design

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

- EDUCATION**
- Spring '17 **HBX | Harvard Business School**, online certificate program
CORE: Credential of Readiness, Pass with Honors
Certificate program from Harvard Business School on the fundamentals of business
- Sep.07–Dec.10 **Art Center College of Design**, Pasadena, California
Bachelor of Fine Arts with Honors in Graphic Design
Focus in Packaging and Interactive Design
- 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 for 6 large-scale speaker events (50-100+ attendees)