

SaaS

B2B

B2C

Internal Tools

Marketing

Employee Experience

**EXPERIENCE****Zoox****UX/UI Designer, Operational Tools**

Foster City, CA | Feb 2025 - Present

- Lead cross-functional alignment and KPI workshops on the Fleet Response Team, refining requirements and workflows to inform product strategy and drive improvements in capacity, quality, and efficiency.
- Partner with remote and ground operational teams to understand user journeys and iterate on internal tools and workflows, ensuring designs were intuitive and informed mission-critical operational decisions
- Develop a usability measurement program using SUS/UMUX-Lite with research interview templates to quantify design quality and track improvements.

Adroll**Senior Product Designer**

San Francisco, CA | Apr 2022 - Nov 2024

- Led the end-to-end design process for email, advertising creatives, and onboarding experiences, ensuring cohesive and engaging user interactions.
- Collaborated cross-functionally to enhance the SaaS product, leveraging design strategies to address complex challenges and optimize key interactions.
- Conducted user research at various stages of the design process, presenting actionable insights and results to leadership and cross-functional teams.
- Managed design system and initiated partnerships with engineering and product management teams to streamline processes and improve efficiency.

Malwarebytes**User Experience Designer**

Santa Clara, CA | Jun 2021 - Apr 2022

Wells Fargo**Product Designer**

Pleasanton, CA | Aug 2016 - May 2021

Additional experience available upon request

**EDUCATION****University of California, Davis.****Bachelor of Arts (B.A.), Design**

Sept 2011 - Mar 2013

GPA: 3.83 | First Year Scholar, Fall 2011

Design Program Citation for Outstanding Performance

Member of The Honor Society of Phi Kappa Phi

De Anza College

Sept 2009 - Jun 2011

GPA: 3.98

**SKILLS****Prototyping**Sketch
Figma
Invision**Web**HTML 5
CSS
Basic JQuery**Language**English
Mandarin
Cantonese**Graphic**Photoshop (PS)
Indesign (IN)
Illustrator (AI)**Others**After Effect (AF)
Final Cut Pro
Premiere**Certifications**Nielsen Norman Group UX Certificate
UX Management Specialty
Credential ID 1031301HFI-Certified Usability Analysts
Credential ID 2018-7101

Certified Practitioner of Human-Centered Design

Deque University Web Accessibility Curriculum 2.0

