



## CORE FIELDS OF STUDY

### GRAPHIC DESIGN

- Branding
- Print Design
- Digital Design
- Software**
- Adobe CC Suite
- Photography
- Animation

### UI DESIGN

- Low & Hi Fidelity Wireframes
- Feature Privatization
- Web Development
- Interactive Prototypes
- Languages**
- HTML/CSS3
- Wordpress
- Bootstrap 4



### UX DESIGN

- Product Development
- Journey Flows
- Heuristic Analysis
- Task Usability Testing
- Design Thinking
- A/B Testing
- Software**
- Sketch
- Invision

### PSYCHOLOGY

- Interface Psychology
- Behavioral Design
- Emotional Design
- Habit Loops
- Persuasive Methods
- Energy Healing
- Somatic Integration

## EXPERIENCE

- 09/2017 - Present** - **Avenue i Media** - *Experience: UI / UX / Digital Designer / Front-End Developer*
- Created low & high fidelity wireframes and interactive flows on Sketch and Invision to communicate design ideas.
  - Delivered multiple websites for AiM's online services, which included branding, graphic design, coding and animation.
  - Implemented usability testing with heatmaps tools such as CrazyEgg, and reported results directly to the co-founder.
  - Applied goal and event tracking in google analytics and google tag manager for behavioral analysis and market segmentation.
  - Designed and presented design and technology solutions for CEO product ideas.
- 06/2016 - Present** - **Freelance** - *Experience: UX Design / Product and Client Management*
- Developed new product brand and websites for star-up clients in addition to web development and speed optimization.
  - Implemented market competitive analysis to find unique value propositions and competitive edge.
  - Applied heuristic evaluation of competitors websites to determine best design and message position.
  - Determined best technology for their business needs and budget.
- 03/2015 - 03/2016** - **RankSharks** - *Experience: Development Department Manager / Web Developer / UX designer*
- Managed a team of developers and oversaw task flow and website quality and interaction, while I developed website and managed projects myself.
  - Increased efficiency of web development department which increased sales of web design projects.
  - Developed client brand, including digital graphics, Wordpress development, which included wireframes and mock-ups.
  - Optimized websites for SEO and helped clients set-up their email management software.
  - Lead discoverability meetings with clients as well as feature specifications, prioritization and delivery timeline.
- 08/2015 - 12/2016** - **ADspotting** - *Experience: UI Designer / Co-Founder*
- Lead customer segment development by assessing user needs, creating personas and performing interviews.
  - Delivered Comparative analysis and heuristic evaluation to find a competitive edge and develop feature prioritization.
  - Conceptualized front-end and back-end using information architecture, user flows, site mapping and market research.
  - Iterated on UI by using high fidelity prototypes for testing.
- 08/2014 - 03/2015** - **PTM Images** - *Experience: Project Management / Graphic Artist*
- Managed hospitality projects and production plans for the St. Regis Hotel in China.
  - Developed art work and 3D wall installations for the St Regis and three out of four project proposals were accepted.
  - Gained production and advance image editing skills.

## VOLUNTEER WORK

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- 04/2020 - Sierra Club - West Los Angeles - UX/UI Consultant**  
**01/Present** Participated in meetings to advise team members on website redesign, as well redesigned their wordpress website with a more up to date, focused and user friendly template.
- 03/2017 - Energy Healing Practitioner - Ovarian Psychos Grassroots Organization**  
**01/2020** Collaborated with grassroots organization to bring alternative medicine to the community of Boyle Heights. Once a month I joined a team as an energy healing practitioner, providing community members with a 30 minutes energy healing session. Many of these people would come on a monthly basis, and some even began to complement their doctor diagnosis with alternative medicine, due to our efforts.
- 08/2016 - Anti-Displacement Support - Chinatown Community for Equitable Development, Non-Profit Organization**  
**02/2017** Participated in anti-displacement efforts with Chinatown Community for Equitable Development (CCED). A non-profit organization that helps Chinatown residents get fair compensation for eviction notices, due to remodeling development by big companies. Many of these individuals are immigrants who due to language barriers don't know their rights and leave their households without a fair compensation as required by law.
- 06/2013 - Graphic Designer Volunteer - Ovarian Psychos Grassroots Organization**  
**02/2014** Delivered poster designs, brochures, stencils and fliers for grassroots organization Ovarian Psychos, to help with their full moon bike ride events and promotion for women's empowerment information.

## EDUCATION

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| <b>2020</b><br>CXL Institute<br>Digital Psychology<br>& Persuasion Certificate | <b>2018</b><br>E.L.A. College<br>Psychology<br>Courses | <b>2017</b><br>General Assembly<br>Product Management<br>Certificate | <b>2016</b><br>Springboard<br>Advanced UX<br>Design Certificate | <b>2014</b><br>Santa Monica College<br>Web Technology<br>Courses | <b>2013</b><br>CSU Northridge<br>Bachelors in Art,<br>Focus in Multimedia | <b>2009</b><br>Cerritos College<br>A.A. in Painting &<br>Drawing |
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## INDEPENDENT STUDIES

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| <b>2016 - Present</b><br>Shaman Practices<br>Shaman Circle<br>Apprentice | <b>2020</b><br>Medical Intuition<br>Certificate Program<br>With Dr. Jennifer Vest | <b>2019</b><br>Toltec Healer's School<br>Of Mastery<br>Apprenticeship<br>with Sergio Magaña | <b>2018</b><br>Dreamer's School<br>Of Nahualism<br>Apprenticeship<br>With Sergio Magaña | <b>2018</b><br>Healers Forum<br>Advanced Studies in<br>Mind/Body Therapies | <b>2017</b><br>Healers Forum<br>Somatic Energy Healing<br>Therapist Certification |
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