

## Work Experience

### Designer – SocialQ Agency

Freelance | June 2025 – Present

- Collaborated with marketing teams to design high-impact creative assets that supported product campaigns across web and social channels.
- Led visual strategy and end-to-end motion design production, from concept to delivery, to increase user engagement and conversion rates.

### XR Product and AR Designer

Freelance | Oct 2022 – Present

- Partnered with brands like McLaren (via Wknd hrs) and Lashify (via MaquillAR), Von Dutch, and VALA to design and launch compelling augmented reality (AR) experiences and social lenses, focusing on user engagement and brand strategy.

### Lead Product Designer, MR – Meta x Legacy XR Studio

Apr 2024 – May 2025

- Drove product vision and development for a Mixed Reality (MR) experience, securing a \$50K grant from Meta to build and launch the product.
- Owned the end-to-end design process, from user research and concept validation to prototyping and shipping spatial interfaces in Figma and Unity.
- Collaborated with engineering to define product requirements and created 3D assets and real-time UI using Rive, Blender, and the Adobe Suite.

### Lead UI/UX Design – The Tundra Enthusiast News Network

Los Angeles | Oct 2022 - Apr 2024

- Led product strategy for a platform redesign, creating a scalable, component-based design system in Figma to serve diverse user communities.
- Defined key product metrics and drove UX optimizations through A/B testing, resulting in a 35% increase in user retention and a 30% increase in session duration.
- Designed and integrated UI animations that improved usability and contributed to a 40% boost in click-through rates (CTR).

## Awards and Recognition

- **Meta Award Winner** - Enhanced Learning with Meta Presence and Quest 3 at MIT Reality Hack.
- **Speaker** at AWE, the **world's leading spatial computing** and XR event, sharing insights on UX/UI Design in XR.
- **Talked** at Laval Virtual, **Europe's largest XR event**, addressing Augmented Reality in Web and Social.
- **Awarded 1st Place in UX/UI Design** at the Girls in Tech San Francisco Hackathon.
- Earned **Jurors' 3rd Prize** recognition at Young Contemporaries for innovative work leveraging **JavaScript**.
- Ranked among the **Top 1% of Effect Creators on TikTok**, demonstrating strong creativity and platform expertise.
- Among the **first creators selected by YouTube** to test and provide feedback on their new AR platform.

## Education

### • NYU Tandon School of Engineering

Professional Certificate, UX/UI Design in AR/VR

### • Loyola Marymount University, Los Angeles, CA

BA in Studio Arts, Multimedia and Animation

*Graduated with Honors and Scholar of Distinction Award*

## Certificate

- **Meta** - Professional Certificate, AR Development

## Skills

Interaction Design, Visual Design, Product Thinking, Prototyping, Presentations, Design Systems, Illustration, Interaction Specs, Accessibility, Art Direction, Writing, Competitor Analysis, Storyboarding, Usability Testing, 3D Design, Stakeholder Management

Figma, Adobe Creative Suite, Blender, Unity, Spark AR, 8th Wall, Jira, Lens Studio, Effect Maker, Unreal Engine, Effect House, Cinema 4D, JavaScript, HTML, CSS, WebGL