

UX Designer with 10+ years of experience across UX design, architecture, graphic design, branding & marketing. Podcast speaker, board game illustrator, and a lifelong volunteer, driven by a passion for creating meaningful social impact.

WORK EXPERIENCE

UX Designer | The Agency at DCG ONE | Seattle, WAMay 2025 – Present

Full-service marketing agency specializing in brand, print, and digital solutions for enterprise clients.

- Led UX design for a **B2B emergency response website** - defined information architecture, optimizing URL sitemap, and built wireframes to support content strategy.
- Collaborated directly with Director of UX and 10+ cross-functional team members to align user flows with marketing goals.

Lead UX Designer | Communication Leadership Consulting, University of WashingtonOct. 2023 – March 2025

The consultancy connects small organizations with motivated graduate students to solve customer engagement challenges.

- Designed **enterprise dashboard system** that revolutionized reporting capabilities, **reducing quarterly reporting time by 95%** (from 3-5 days to instant access) and achieving **100% automation** of manual processes to enable strategic decision-making.
- Restructured complex data management system**, redesigning information architecture and user workflows to consolidate 100+ disparate spreadsheets into an integrated system that **reduced administrative tasks by 80%** and eliminated manual data errors.
- Built scalable design solutions** including self-service knowledge repository that supports organizational growth and reduced direct staff outreach by 50%, creating sustainable solutions for future expansion.
- Led complete **website redesign** that transformed business operations, leveraging usability testing, A/B testing, and iterative prototyping to **increase user sign-ups by 60%** and **reduce bounce rates by 30%** while shifting the organization from word-of-mouth referrals to sustainable organic lead generation.
- Collaborated with technical teams on implementation**, managing WordPress customization with HTML/CSS, resolving cross-browser compatibility issues, and ensuring WCAG accessibility standards across web and mobile interfaces.
- Managed multiple concurrent projects** while translating complex operational needs from university administration, graduate students, and external clients into user-centered design solutions.
- Mentored 20+ graduate students in UX** methodology and initiated alumni-student coaching program.

Lead UX Designer | Zalpha Mobile | Seattle, WAJune 2024 – Sept. 2024

Zalpha Mobile produces minimalistic, modern phone for kids.

- Developed comprehensive company design system** to standardize visual and interaction components across platforms, ensuring design consistency and scalability.
- Increased website traffic by 165%** (49 to 130 unique visitors /month) by redesigning the company website using data-driven UI optimizations and targeted email campaigns to potential customers.
- Improved average visit duration from 34s to 2m 53s** (by 400%) and balanced business goals, technical constraints, and user needs by optimizing site navigation and layout using insights from Plausible and Google Analytics.
- Led complex system migration and CMS overhaul**, from Shopify to Wix, **establishing automated dataflows** and set up comprehensive analytics tracking to drive data informed UX decisions and measurable performance improvements.
- Optimized product UI** for Zalpha mobile android devices through heuristic evaluations, UX assessments and usability testing.

UX/UI & Brand Designer | Contract | Seattle, WAJuly 2021 - Present

Design consultant for nonprofits and small businesses requiring systematic design solutions.

- Built reusable design systems and component libraries** for multiple clients, creating scalable visual and interaction standards.
- Created user-centered layouts and promotional assets for web and print, including websites, posters, and presentation decks. Selected works:
  - The Center for Educational Leadership (*nonprofit wing of University of Washington’s College of Education*) Conducted **UX & SEO audit** with WordPress, Hotjar, and Google Analytics; **designed and implemented A/B testing framework** to improve layouts; collaborated using **Figma** to create wireframes and implement accessibility standards (WCAG)
  - Amber Sweeney (*Local music artist*) - Redesigned website, **boosting fan interactions by 20%** and increasing **average session time from 1 to 2.5 minutes**; developed brand identity system to support marketing strategy.
  - Edmonds Floretum Garden Club - Designed an accessible, **cross-platform website** tailored for users aged 60+, leveraging **user research, usability testing**, and **accessibility** principles, to drive a **15% increase in new memberships**.
  - GROW Northwest (*Non-profit enabling people to grow their own produce*) - Unified brand identity and voice by **crafting engaging website copy** through organizational history research and **developing comprehensive brand style guide**.

Additional clients include local organizations requiring systematic design approaches and operational workflow improvements.

Architect | HCP Interior Design Pvt. Ltd | Ahmedabad, IndiaSept. 2018 – Feb. 2021

The architecture and interior design firm in India tasked with the redesign of the country’s highest administrative center.

- Led cross-disciplinary teams on complex, large scale, national projects, including the **Indian Parliament and Secretariat buildings**, in **highly agile environment** with tight deadlines and regulatory constraints.
- Applied **systems thinking** to create comprehensive solutions balancing multiple requirements, historical preservation, modern functionality, and regulatory compliance.
- Managed complex stakeholder relationships** with government officials, engineers, and design teams, requiring precise communication and delivery under strict constraints.
- Created detailed technical documentation, concept presentations, and systematic design solutions for project phases.

EDUCATION

University of Washington | Master of Communication in Digital MediaAug 2023 - March 2025

- Communication Leadership Program; Specialized in Content Strategy & User Experience, Marketing & Branding

Grow with Google | UX Design Specialization Certificate | CourseraFeb 2022 –July 2022

RV College of Engineering | Bachelor of ArchitectureJune 2013 – March 2018

TOOLS

Design & Prototyping: Figma, Adobe XD, Sketch, SketchUp, UXPressia

Research & Testing: UserTesting, HotJar, Google Analytics

Video Editing: Adobe Premiere Pro, After Effects

Collaboration Tools: Miro, FigJam, Mural

Graphics: Photoshop, Illustrator, InDesign, Procreate

3D Modelling: SketchUp, 3DS Max, Revit, AutoCAD