

UX Designer with 3+ years of experience creating user-centric digital solutions, and a decade in architecture, graphic design, and branding. Podcast speaker, board game illustrator, and a lifelong volunteer, driven by a passion for creating meaningful social impact.

PROFESSIONAL EXPERIENCE

UX Designer | [Communication Leadership Consulting](#), University of Washington

Oct. 2023 - Present

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

- Increased user sign-ups by 60% and reduced bounce rates by 30% by redesigning the consultancy website, leveraging usability testing, A/B testing, iterative prototyping, and WCAG accessibility standards.
- Led the design and implementation of an administrative dashboard, improving team efficiency by 10+ hours per week, reducing human errors, and creating a scalable solution to visualize operations data and support future growth.
- Eliminated user engagement bottlenecks by developing a self-service knowledge repository, empowering students to independently access curated training materials, guidelines, and operational resources—parallel to creating in-app fan resources.
- Mentored 20+ graduate students in UX best practices, stakeholder communication, and design thinking.
- Elevated consultancy impact by initiating an 'alumni-student coaching program', enhancing student performance through structured mentorship.

UX Designer | [Zalpha Mobile](#) | Seattle, WA

June 2024 – Sept. 2024

Zalpha Mobile produces minimalistic, modern phone for kids.

- 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.
 - Led end-to-end website design, established automated dataflows, and set up comprehensive website analytics.
- 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.
- Developed comprehensive company design system to standardize visual and interaction components across platforms.
- Optimized product UI for Zalpha mobile android devices through heuristic evaluations, UX assessments and usability testing.

UX/UI & Brand Designer | Contract | Seattle, WA

July 2021 - Present

[Amber Sweeney](#) (Local music artist) - Redesigned website, boosting fan interactions by 20% and increasing average session time from 1 to 2.5 minutes; developed a brand identity system, including logo, to ensure visual consistency and 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.

[Purpose Mindset](#) (Non-profit empowering people to discover and live their purpose) - Strengthened visual identity by creating a comprehensive brand style guide with presentation templates, driving the website’s design direction.

[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 brand style guide defining fonts, colors, and imagery.

Architect | [HCP Interior Design Pvt. Ltd](#) | Ahmedabad, India

Sept. 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 national projects, including the Indian Parliament and Secretariat buildings, in highly agile environment creating architectural drawings, concept presentations, and researching historic elements.

EDUCATION

University of Washington | Master of Communication in Digital Media

March 2025, STEM OPT Eligible

- [Communication Leadership Program](#); Specialized in Content Strategy & User Experience, Marketing & Branding

Grow with Google | UX Design Specialization Certificate | Coursera

Feb 2022 –July 2022

RV College of Engineering | Bachelor of Architecture

June 2013 – March 2018

SKILLS & TOOLS

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

Collaboration Tools: Miro, FigJam, Mural

Research & Testing: UserTesting, HotJar, Google Analytics

Graphics: Photoshop, Illustrator, InDesign, Procreate