

EXPERIENCE

Visual Designer - Warner Bros. Discovery

NEW YORK, NY (REMOTE) | DEC 2023 - PRESENT

- Drive concept-to-launch creative for sports events and brand refreshes across **20+ vertical brands and shows** (Bleacher Report, Turner Sports, and HBO Max), reaching **22M+ fans**
- Streamline real-time creative workflows by building reusable static and motion design templates, systematizing asset libraries, and leveraging advanced Adobe features and AI tools
- Document, audit, and update style guides, templates, instructional material, assets, and design systems to align with evolving brand and logo standards, ensuring accuracy and consistency
- Conduct usability and design testing across Bleacher Report's app and website, HBO Max user interfaces, and social media platform to optimize clarity, messaging, and user accessibility

Guest Experience Specialist - The Escape Game

SANTA CLARA, CA | SEPT 2023 - FEB 2024

- Directed event planning and creative projects for corporate, private, and special bookings, increased total game bookings, gift card and merchandise sales, and 5-star reviews by **30%**

Research Fellow - CADRE

DAVIS, CA | MAR 2022 - FEB 2023

- Collected and analyzed qualitative data on student housing and architectural environment for future housing installments through behavioral research surveys and investigative interviews

Creative Design Intern - Zeta Global

NEW YORK, NY (REMOTE) | JUNE 2022 - AUG. 2022

- Collaborated with copywriters, art directors, and programmers to build CRM-driven promotional emails for T-Mobile's omnichannel campaigns, contributing to **8% click-through rate**

Design Director - ASUCD Creative Media

DAVIS, CA | JUNE 2020 - JUNE 2023

- Led a team of 5 designers to build **30+ multi-channel marketing campaigns** for campus departments, music festivals, and events, including merch, social media, ads, and websites

EDUCATION

University of California, Davis

DAVIS, CA | SEPT 2019 - JUNE 2023

B.A. Cognitive Science
B.A. Design

LEADERSHIP

Product Design Lead - Design Interactive

DAVIS, CA | APR 2023 - JUNE 2023

- Redesigned the BeReal app to drive user engagement and retention for a 6-week design sprint

Vice President of Marketing - Alpha Kappa Psi

DAVIS, CA | APR 2021 - JUNE 2023

- Led brand marketing and event logistics for business fraternity recruitment and networking

Design Director - HackDavis

DAVIS, CA | OCT 2021 - MAY 2022

- Built visual identity and UX/UI design for intercollegiate hackathon, serving **750+ attendees**

SKILLS

Software - Figma (components, variables, tokens), Microsoft Suite (Excel, Word, PowerPoint), Adobe Suite (Photoshop, XD, Illustrator, InDesign, After Effects, Premiere Pro), iWork, Notion

Design - Prototyping, Wireframing, Design Systems, Design Patterns, Print Media, Illustration, Photography, Motion Graphics, Human-Centered Design, Character Design, Video Editing

Research - Field Research, Usability Testing, A/B Testing, Surveys, Focus Groups, Literature Reviews, File Management, Data Visualization, Card Sorting, Click Testing, Task Analysis