

Experience

UCSF Brain Tumor Center

Design Researcher & Strategist

San Francisco, California / Feb - June 2021

Conducted user research, needs & opportunity analysis, systems mapping, and competitive analysis to spread the UCSF Honor Project healthcare worker grief support program. Created explanatory video with intentional storytelling, implementation guide, impact survey, distributed to top 20 neuro-oncology departments internationally. Successfully facilitated implementation at the NIH, Mayo Clinic, Dana-Farber, and MD Anderson among others.

The Brain Tumor Network

Design Researcher & Experience Designer

Redwood City, California / Sept - Dec 2020

Designed and executed creative user research to discover pain points & areas of opportunity. Developed personas, provoking design questions, and creative storytelling to uncover possibilities and accurately design for user needs. Prototyped and finalized deliverables of informational packages, tools, and experiences along with implementation guidelines.

Eleven Inc. Creative Agency

Experience Design & New Business Intern

San Francisco, California / May - Sept 2020

Conducted research, formulated & conducted surveys, and analyzed data to strategize experience design solutions for the future of the physical workplace. Performed competitive analysis, industry and category research, and created pitch decks for potential clients. Assisted with project management for accounts including Electrify America, Dignity Health, and Samsung.

The Hive Center for Collaborative Creativity

Strategic Planner, Steering Committee Member & Instructor

Claremont, California / Sept 2017 - May 2021

Designed and conducted research projects to inform Hive strategic planning decisions. Designed, secured funding for, and ran only metalsmithing studio and curriculum at the Claremont Colleges, led bi-weekly workshops, doubling overall studio usage. Identified & engaged with users, gathered insights to inform practices to increase workshop & course publicity and attendance across the Claremont Colleges.

Anya Jewelry

Founder & Designer

Redwood City, California / May 2017 - Present

Design and create each product of the collection by hand, over 300 pieces in past 2 years, designs informed by market research, user testing. Maintain consistent revenue through online marketing on various platforms, in-person retail. Developed and curated digital platforms, update regularly.

Education

Claremont McKenna College

Claremont, California

B.A. Human-Centered Design

3.7/4.0 GPA - class of 2021

American Jewish League Martin Kalmanson Scholarship Awardee, MASA Scholarship Awardee, CMC Art Fellowship recipient & Gould Center Grant Awardee

Leadership

The After School Specials A Cappella Group

Co-President

Claremont, California / Sep 2018 - May 2021

Facilitated tri-weekly rehearsals, 20 yearly gigs, and international competitions for 16 members. Managed 10k budget. Obtained funding, coordinated travel, housing, performance, for America's Got Talent participation. Created and promoted marketing materials, digital platforms, album art, ran recordings and music videos.

Skills

Survey Writing

Data Synthesis

Microsoft Office Suite

Google Suite

Keynote

Powerpoint

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Working knowledge of HTML, Python

Ethnography

Interviewing

Workshop Facilitation

Rapid Prototyping

Persona Creation

Storyboarding

Journey Mapping

Needs Identification

Interests

Backpacking - Metalsmithing - Cheesemaking

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