

Summary

Product Designer with 5+ years across product, UX/UI, and responsive web design, leading e-commerce experiences from problem framing through launch and iteration. Combines systems thinking, polished UI craft, data-informed experimentation, and front-end fluency to turn complex user and business needs into scalable experiences.

Professional Experience

Web/Product Designer

Mar 2022 - Present

BAZIC PRODUCTS | Los Angeles, CA

- Led the year-plus redesign and migration of BAZIC's corporate site from WordPress to Shopify as the sole designer and primary implementer, owning **~90%** of delivery across **15-20 core pages** and shipping custom interfaces with HTML, CSS, and JavaScript.
- Translated requirements from Sales, Marketing, eCommerce, and leadership into distinct B2B dealer and B2C consumer journeys, restructuring navigation and product discovery across a **3,000-4,000 SKU** catalog.
- Built a foundational Figma UI system and accessible responsive patterns across desktop, tablet, and mobile, pairing reusable components and interaction states with semantic markup, ARIA labels, and contrast testing.
- Established design operations by authoring production standards and workflows for website product assets, onboarding new team members, and mentoring interns through end-to-end project delivery.
- Designed and ran a two-month A/B test with a 50/50 JavaScript split and Google Analytics tracking; elevating Product Catalog in the navigation increased entry visits by **~200%** versus control.

Graphic Designer

Sep 2021 - Mar 2022

KINGSLY HARDWOOD & ACCESSORIES OUTLET | Los Angeles, CA

- Researched user needs and redesigned responsive website interfaces to improve content hierarchy, navigation clarity, and the overall digital experience.
- Built a cohesive digital visual system and partnered with Marketing to align interface design, brand communication, and campaign assets across customer touchpoints.

UI/UX Designer Intern

Sep 2020 - Dec 2020

SUPERWORLD | Los Angeles, CA

- Designed user flows, responsive wireframes, and UI for an AR virtual real-estate platform, defining breakpoint behavior across desktop, tablet, and mobile with the product team.
- Redesigned the homepage and FAQ-to-Contact journey around clearer product value and self-service information discovery, helping increase sign-up conversion by **12%**.

Graphic Designer Intern

Aug 2018 - Oct 2018

ZING MEDIA | Singapore

- Designed iconography and reusable interface elements, applying a consistent visual language across digital assets and building a foundation in component-based UI thinking.
- Produced motion graphics and visual content using Photoshop, Illustrator, After Effects, TVPaint, and Premiere, translating concepts into clear visual narratives for presentations and campaigns.

Skills

PRODUCT & UX

UX/UI Design
Interaction Design
Information Architecture
User Flows
Wireframing & Prototyping
Visual Design

SYSTEMS & VALIDATION

Design Systems
Responsive Design
Accessibility
Data-Informed Design
A/B Testing

Tools

DESIGN & BUILD

Figma, HTML, CSS
JavaScript, Shopify
Photoshop, Illustrator
After Effects

ANALYTICS

Google Analytics
Shopify Analytics

AI-ASSISTED DESIGN & BUILD

Codex, Google Stitch
Adobe Firefly

Education

M.S., BUSINESS ANALYTICS

Trine University
2022-2023

B.A., GRAPHIC DESIGN

California State University,
San Bernardino
2019-2021

DIPLOMA, ANIMATION

LASALLE College of the Arts,
Singapore
2015-2018