

## EDUCATION

University of North Carolina at Chapel Hill - 3.97 GPA

May 2027

Information Science B.S. (focus in HCI Design) and Media & Journalism Minor

**Relevant Coursework** - UX Design and Usability | Usability Testing and Evaluation | Information Systems Analysis and Design | Design for Accessibility | Human Factors in System Design | Intermediate Interactive Media | Foundations of Interactive Media | Programming for Information Science | Practical Web Design and Development | General Psychology

## TECHNICAL SKILLS

**Design and Research Tools** - Figma, Figma Make, FigJam, Adobe Creative Suite, Fullstory, UserZoom, UserTesting, Miro, WAVE Accessibility Tools, 11:FS Pulse, Curinos, Jira, Microsoft Word, Excel, PowerPoint

**Website Development** - HTML, CSS, JavaScript, React.js, TypeScript, Framer, Wix, WordPress

**Programming** - Python, Java, SQL

## RELEVANT EXPERIENCE

KeyBank | Client Experience Design Intern

May 2026 - August 2026

- Conducted competitive analysis in Curinos, completed market research, mapped user journeys in Fullstory, and compiled previous research to identify unmet needs across the KBBO business banking platform, informing blue-sky redesigns for 235,000+ businesses
- Reworked the dashboard and expanded upon the existing design system, including folders and customization options for scalability
- Implemented and revamped a third-party integration's AI insight widgets alongside product owners, UX writers, developers, and compliance teams to provide financial insights for business accounts, and prototyped with Figma Make and guideline markdown files
- Achieved a 92.5% average success rate across 7 findability and navigation tasks and a 4.29 SUPR-Q score (~88th percentile) across 19 unmoderated UserTesting studies, and used findings to refine hi-fi designs and resolve key usability friction points

Kepha LLC | Head of Design, Co-founder

December 2022 - Present

- Supported 10+ local businesses, nonprofits, and churches through branding, website, mobile app, software, and UX audit services
- Collaborated with a project manager, a developer, and clients to design products that balance organization missions and user needs, informed by results from surveys, interviews, competitive analyses, secondary research, and field observation studies
- Implemented SEO strategies and developed responsive front-ends using HTML, CSS, and JavaScript, recording key metrics that evaluate conversion rates and retention to supplement further usability testing

App Team Carolina | Project Design Lead

September 2024 - Present

- Managed three designers and 11 project managers and developers for Luminary, an accessibility-focused iOS campus navigation app that provides routes through real-time crowdsourced reports on obstructions such as broken elevators and large puddles
- Planned new features and led post-release usability tests and following redesigns that reduced task completion friction and time
- Integrated user feedback as Production Team UI/UX Designer to create obstruction severity tags, optimize information architecture for visual hierarchy on individual report pages, and draft mockups for a "brightest path" feature with four other designers

Computer Science + Social Good | Head of Design

September 2024 - May 2026

- Led five design teams across eight client projects, established an organization-wide end-to-end design process, reviewed 75+ wireframes and hi-fi prototypes, and aligned strategy and timelines between executives and designers through leadership meetings
- Wireframed and prototyped interfaces for the Breast Cancer Hub's self-exam app as a Project UI/UX Designer with 10+ developers and designers, which released on the iOS and Google Play stores in 25 languages in May 2025 with 50+ users across seven countries

COMP 110: Introduction to Programming | Teaching Assistant

August 2025 - December 2025

- Mentored 200+ students in Python and programming basics through 10 hours each week of office hours, grading, and feedback

Paradigm Innovation, Design, & Venture Studio | Design and Outreach Apprentice

May 2025 - August 2025

- Designed promotional materials and interacted with potential clients to expand business and community reach
- Organized and hosted 10+ entrepreneur events, handling engagement and analytics to improve future strategies

Accenture | Intern

June 2024 - August 2024

- Identified accessibility gaps on Walmart's e-commerce site through secondary research and designed six mockups for an accessibility tool with a custom simplified interface, estimating a potential \$22B annual revenue increase