

## EDUCATION

### **Bentley University, McCallum Graduate School of Business**

M.S. Human Factors in  
Information Design  
August 2019, GPA: 3.84

### **University of California, Los Angeles**

B.S. Cognitive Science  
Specialization in Computing  
June 2016, GPA: 3.76

## SKILLS

### **Subject Knowledge**

Human Factors  
Cognitive, Social &  
Behavioral Psychology  
UX/UI Design  
Video Games  
Accessibility

### **Research Methods**

Usability & Appeal Testing  
Interviews  
Playtests  
Diary Studies  
Ethnography  
Survey Design  
Heuristic Review

### **Analysis & Reporting**

Qualitative Data Analysis  
Quantitative Data Analysis  
Framework Development  
Data Triangulation  
Data Visualization & Storytelling  
Actionable Recommendations

### **Other**

Workshop Facilitation  
Interaction Design  
Wireframing & Prototyping  
C++, HTML & CSS  
Leadership & Mentorship

## TOOLS

Qualtrics • Mural  
UserZoom • UserTesting  
Excel • SPSS • Tableau  
Axure RP • Balsamiq  
Photoshop • Sketch

## EXPERIENCE

### Senior User Experience Researcher, **Sony PlayStation (SIE)**

San Diego, CA | June 2016 to Present

- Work to improve player experiences on a variety of PlayStation games and products including the successful Triple-A franchise, MLB The Show
- Design and conduct UX research studies in order to investigate key questions of both usability and appeal, utilizing a wide array of research methodologies including classic usability testing, group playtests, one-on-one interviews, diary studies, and surveys
- Analyze qualitative and quantitative data to pinpoint user pain and pleasure points, derive insights, and effectively communicate actionable results to game development teams to drive change
- Develop data-driven frameworks and models to better understand and visualize the user experience, turning complex data into simple design tools for development teams
- Leverage telemetry and marketing data alongside research results to provide a holistic view
- Facilitate brainstorming and design thinking workshops with development team
- Advocate for the value of UX research and human-centered design throughout the organization

### Product Designer and Usability Analyst, **Arkaive Inc**

Los Angeles, CA | Jan 2016 to June 2016

- Improved the design and usability of an education attendance tool and company website in a fast-paced startup environment
- Created web and mobile user interface designs to help present information to users in a clear and intuitive way, conducted usability reviews and heuristic analyses on the web application and site, and brainstormed innovative product features
- Designed brochures, advertisements, and social media graphics to help promote the company in clear and engaging ways

### UI/UX Specialist, **Daily Bruin Online**

Los Angeles, CA | Oct 2015 to June 2016

- Led the UI/UX team on a redesign project of *Bruinwalk.com*, a popular resource for UCLA students providing course reviews
- Planned, designed, wireframed, and created high-fidelity web and mobile mockups of the site with a focus on creating a more user-friendly and intuitive experience
- Tested features and designs through focus testing and surveys, analyzed results, and iterated designs based on findings
- Developed and ran a UX workshop for members of Daily Bruin Online to teach and promote internally a user-centered mindset

### Research Assistant, **UCLA Human Perception Laboratory**

Los Angeles, CA | March 2015 to June 2016

- Worked on a study using perceptual and adaptive learning module (PALM) technology to investigate pattern recognition in algebra and classical music
- Designed and tested PALM, ran research participants through experimental procedure, and analyzed/presented quantitative data
- Selected to present published research on perceptual learning in music at the 2016 Psychology Undergraduate Research Conference at UCLA to students and faculty from universities nationwide