

## Overview

UI/UX Designer with hands-on experience designing web and mobile products across recruitment, advertising, and booking platforms. Experienced in building user flows, wireframes, and mini design systems, and collaborating closely with developers to ship production-ready features.

## Education

### Arena Multimedia

GPA: 80/100 | Concentrations: UI UX Design

### University of Finance Marketing

GPA: 3.0/4.0 | BA of Business Administration

## Experience

### AutoMATE Solutions - UI/UX Designer

Dec 2024 - Now

- Conducted UX research and UI design for the advertisement feature on H2U, a hay-related platform, focusing on improving ad flow clarity and usability.
- Conducted user interviews and competitor research to inform UX decisions for the advertisement feature.
- Designed UI for Cindiarte, an art-focused website, creating clear and visually cohesive interfaces aligned with the platform's creative direction.
- Contributed to product testing and UI evaluation for Spreadsta and Atlas, identifying usability gaps and completing missing interface screens to improve overall experience consistency.
- Defined user flows, user stories, and use cases to support multiple user roles across platforms.
- Collaborated closely with developers to refine requirements, iterate on designs, and deliver production-ready features through sprint-based workflows.

### Beauty Salon Booking App - Freelance UI/UX Designer

Nov 2025 - Now

- Designed UI flow for a beauty salon booking app, enabling users to browse services, book appointments, and manage profiles.
- Created wireframes, high-fidelity designs, and a mini design system to ensure visual consistency and scalability.
- Worked closely with the client to iterate on requirements and deliver a smooth design handoff.

### RITA VO GROUP - Graphic Designer

Jun 2022 - Jul 2024

- Created brand guidelines and visual systems to ensure consistent brand application across digital and print assets.

## Additional

### Skills

Figma, Adobe Creative Suite, Miro, User Research, Design Systems, Framer

### Recognition

Achieve the 'Outstanding Final Project' award (the score is 88/100) for the design of the Amor healing and treatment brand identity.

Achieve the 'Outstanding Final Project' award (the score is 87/100) for food management application design.