

## EDUCATION

**MSC. HUMAN-COMPUTER INTERACTION [DISTINCTION]** University College London **2022 - Sep 2023**

- **Relevant Modules:** User-Centred Data Visualisation, Designing for Digital Health, Interaction Design, Understanding Future Interfaces, Interaction Design

**BSC. PSYCHOLOGY [FIRST CLASS HONOURS]** Kings College London **2019 - 2022**

- **Relevant Modules:** Quantitative and Qualitative Research Methods; Big Data Analyses in Python and R.

## EXPERIENCE

### LEAD STUDENT RESEARCHER AND DESIGNER

UCL Interaction Centre

**May - Sep 2023**

- Led research project on the impact of credibility of AI investment chatbots on user trust and investment behaviour, utilising a combined mixed-methodology approach through SPSS and Prolific.
- Iteratively designed Figma prototypes of a virtual trading interface using HTML, CSS, JS, and deployed through GitHub.
- Conducted a series of online A/B tests and interviews with 20+ participants to achieve quantitative and qualitative research insights.
- Design directions were developed as result of A/B analyses, and used to support the future development of chatbot design.

### DIGITAL HEALTH PRODUCT DESIGNER

UCL Interaction Centre

**Jan - Mar 2023**

- Designed a sleep management app to support healthy sleep schedules in people suffering from insomnia.
- Hosted a co-design workshop within the team to generate innovative ideas for the final app design, fostering a cross-functional collaboration across researchers and designers.
- Formulated usability interview plans to be used in over 10 user interviews, resulting in constructive feedback used for iterative improvement of the app structure.
- Developed wireframes and prototypes through Figma, integrating usability test findings into final design.

### STUDENT RESEARCH ASSISTANT

Kings College London

**Jan - May 2022**

- Co-authored a peer-reviewed article which was published in PubMed 2023 journal.
- Executed a study to evaluate e-cigarette product marketing claims and potential policy violations, involving web-scraping and analyzing data from the top 10 e-cigarette websites within the UK.
- Optimized the data curation processes by developing and updating codebooks using Microsoft Excel.

### COMMUNICATIONS LEAD

London Politica

**Oct 2021 - April 2022**

- In charge of front-end website design, implementing user-centric design elements to increase website's user experience.
- Initiated a social media calendar, resulting in the production of 100+ media posts across LinkedIn, Youtube, and Instagram.
- Streamlined the press release collaboration process by implementing website-specific links for each partner/client.
- Developed a marketing kit for the organisation, collaborating across the research and business teams to ensure alignment with their specific needs and goals.

### DESIGN LEAD

Roar News

**Feb 2021 - April 2022**

- In charge of all digital and print content design for the newspaper, with a circulation of over 3,000 per print edition.
- Executed a design transformation of the newspaper, leading to award shortlist for *Best Newspaper Design* and runner-up winning of *Best Student Newspaper*, granted by the *Student Publication Association of UK 2022*.
- Mentored and taught 2 design teams through Adobe Creative Suites, fostering continuous improvement in design proficiency and teamwork across 3 print editions.

### PSYCHOLOGY INTERN

Autism Resource Centre

**Aug - Dec 2018**

- Implemented user-centric solutions by collaborating closely with a multidisciplinary team, ensuring interventions were tailored to the specific needs of students with autism.

## SKILLS

- Prototyping, Wireframing, Conversational Design, User Interviews, Survey Development, Usability Studies, A/B Testing, Heuristic Evaluation, HTML, Javascript, CSS, 3D modelling, Quant + Qual Research, Study Design Development.

## TOOLS

- Figma, Adobe Creative Suites (Photoshop, InDesign, XD, Illustrator, After Effects), Blender, SPSS, Python, Microsoft 365, Productivity Tools (Miro, Notion, FigJam), User Testing Tools (Prolific).