



EDUCATION

Art Center College of Design Pasadena, CA Jan 2005 - Present
B.S. Product Design Candidate Fall 2008

- Scholarships
 - Two-Ten Footwear Award* (Summer 2006 to Present)
 - Art Center College of Design* (Summer 2006 to Present)
 - Ahmanson Foundation Scholarship* (Fall 2006 to Present)
 - Ford Motor Company Product Scholarship* (Summer 2007 to Present)
 - New Balance Footwear Scholarship* (Summer 2008 to Present)

De La Salle University Manila, Philippines April 1999
B.A. International Studies

- Outstanding Thesis Awardee: Analysis of American Values in Nike's Just Do It Advertisements.
- Dean's List, First Second and Third Term, SY '97 - '98

DESIGN EXPERIENCE

Nike Adrenaline Internship Beaverton, OR June 2008 - August 2008
Converse Performance Footwear Design Intern

- Designed in-line, special make-up and conceptual footwear projects for the basketball performance group.
- Developed detailed technical drawings for manufacturing.

K-Swiss Westlake Village, CA Sept 2006 - March 2007
Freelance Footwear Designer

- Designed high performance footwear for the tennis and strength training market, and lifestyle and casual footwear for the American, Asian and European markets.
- Developed detailed technical packages and blueprint drawings for manufacturing.
- Produced 3D files used for rapid prototyping and production models.

WORK EXPERIENCE

J.P. Morgan Chase & Co. Edison, NJ Jan 2003 - Nov 2004
Chase Home Finance, Project Manager

- Spearheaded the complete redesign of the lead distribution program from conception to completion focusing on improving usability and adding new functionality which resulted in a 120% increase in monthly user participation.

Northstar Interactive Research New York, NY Dec 1999 - Dec 2000
Project Manager/Usability Specialist

- Managed online and offline marketing research projects for Fortune 500 clients that specialized in strategic analysis, branding issues, concept testing, concept development, copy testing, usability studies and website and product testing.

SKILLS

Proficient with Adobe Photoshop and Illustrator CS3, Solid 3-D skills using Alias Studio Tools and Solidworks, Corel Draw, HTML, Microsoft Applications, Design and Usability Research