Hello, I'm Edward,

I'm a UI/UX and graphic designer who believes great design should be both beautiful and functional. With a background in Art & Design: Games and Playable Media from UC Santa Cruz and hands-on experience across web design, e-commerce, and interactive media, I create digital experiences that connect with users and drive real results.

As Lead UI/UX Designer at Kids Atelier, I redesigned their main website and subsidiary sites, implementing A/B testing strategies that increased click-through rates by 108% and boosted sales by 12%. I don't just make things look good, I make them work better. I also ran live tests increasing usability scores with an updated framework, did marketing and created marketing materials, and also trained and set up AI, Support, and CRM.

I'm equally comfortable diving into the strategic side of design as I am refining pixels. Whether I'm developing user flows in Figma, building accessible e-commerce experiences in Shopify, or designing game UI systems, I focus on creating solutions that prioritize the user while meeting business goals. With my strengths lying in Shopify, Figma, Wix, & Squarespace, and soft skills in Wordpress, Webflow, and Framer.

My experience spans UI/UX design and research, brand development, web design and development, motion and graphic design, and project management. Through my work across multiple organizations and freelance projects, I've learned to balance creative vision with practical constraints, collaborate across teams, and iterate based on user feedback and real-world performance.

I'm excited about opportunities where I can contribute to meaningful projects, collaborate with passionate teams, and continue growing as a designer. Feel free to explore my work, and don't hesitate to reach out if you'd like to connect.

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