

# SOPHIA CHIU

Design thinker, Storyteller, Change maker

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## EDUCATION

### University of Michigan

Dec. 2018, Ann Arbor, MI

Master of Science in HCI, GPA: 3.96 / 4.0

Specialization in UX/UI Design, School of Information

### National Taiwan University

Jan. 2015, Taipei, Taiwan

Bachelor in Business Administration, GPA: 3.97 / 4.3

Exchange Program: School of Business and Economics,  
Maastricht University, Netherlands

## EMPLOYMENT

### User Experience Design Intern, Shopping UX, Google

May. 2018 - Aug. 2018, Mountain View, CA

Conducted end-to-end project from field study to usability test, designed and launched new feature for operation tool

### Product Planner, Product Department, Gogolook

Jul. 2015 - Jul. 2017, Taipei, Taiwan

Created flow, wireframes, spec generated from qualitative and quantitative research for iOS/Android apps and web  
Worked with cross-functional team to conduct experimental design including A/B tests to verify design hypotheses

## PROJECTS

### Camera-based Scanning, Express Shopper

3-month project launched in US

Role: UX Research and Design

Decreased supply chain cost and facilitated tool expansion

### Exploration, Whoscall

2-month project launched in Taiwan, Korea

Role: UX Design

Enhanced in-app traffic by 17.58% in 2 months

### Number Reporting Redesign, Whoscall

2-month project launched in Taiwan, Korea, Hongkong, Brazil

Role: UX Research

Increased 2% CTR and decrease 25% bounce rate

## LEADERSHIP

### Design Thinking Workshop Coordinator and Facilitator

Feb. 2013, NTU d. thinking

Organized 2 design thinking workshops with 100 participants and facilitated team of 6

### International Volunteer

Jul. 2012, ELIX, Greece

Organized workshops, artistic events in local elementary school in global team

## SKILLS

### Quantitative Research

A/B tests, surveys, log analysis

### Qualitative Research

Contextual inquiry, usability tests

### Product Management

Certified Scrum Product Owner

## TOOLS

### Wireframing

Illustrator, Photoshop, Sketch

### Prototyping

Flinto, Principle, Invision, Axure, HTML, CSS, Javascript

### Data tracking

Flurry, SQL, Python

## AWARDS

### 5% Design Action, 2015

First Place and Crowd Favorite

### Young Entrepreneurs of the Future, 2013

Delegate (Top 17 out of 200)