SOPHIA HUANG

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SKILLS/ TOOLS

Design

Adobe Photoshop
Adobe Illustrator
Adobe Premiere
Adobe XD
Invision
Sketch
User Experience Design (UED)
User Interface Design
Microsoft PowerPoint
Interaction Design
Visual Design
UI Animation

User Research & Analysis

Market Analysis
Information Architecture
Prototyping
Empathy Map
Journey Map
User Persona
Wireframing
Agile Methodology

Other Skills

Photography
Digital Marketing
Concept Development
Project Management
Art Direction
Collaboraton
Design Thinking

LANGUAGES

Mandarin
English

INTERESTS

Photography   Travel   Watersport

EDUCATION

Art Center College of Design   (2009-2013)

Industrial Design (Focus on Visual Branding)   Pasadena, CA
Bachelor of Science (BS)

Tsinghua University   (2005-2009)

Economics   Hsinchu, Taiwan
Bachelor of Science (BS)

EXPERIENCE

Citi Group via Photon   (01/2021-Present)

Contract Product Designer   Dallas, TX
• Product designer for end to end iOS and Android mobile applications, web and responsive design for Wealth Account Opening and Funding.
• Collaborating with teams across multiple creative and business disciplines.
• Working on User Research, Information Architecture, Interaction, Heuristic Analysis, Visual Design, Wireframes, Prototypes, and User Testing across the web and mobile products.

MerchSource   (08/2020-12/2020)

Contract UI/ Ecommerce Designer   Irvine, CA
• Participating in the creation of new brands and product development.
• Creating and working on E-commerce push across five brands.
• Collaborating with teams across multiple creative and business disciplines.
• Working on User Research, Information Architecture, Interaction, Heuristic Analysis, Visual Design, Wireframes, Prototypes, and User Testing across the web and mobile products.

Sophia-Huang.com   (01/2013-Present)

Freelance Graphic/ UI Designer   Irvine, CA
• Successfully completing diverse freelance Graphic Design and User Interface Design with a strong customer satisfaction rate by 20% annually.
• Fostering a high rate of 70% returning clients due to optimal Customer Service, User Experience, and outstanding Graphic Design services.
• Working on User Research, Information Architecture, Interaction, and Visual Design, Wireframes, Prototypes, UI, and User Testing across web design and mobile products.

Untangle Money   (09/2020-10/2020)

Remote Freelance User Experience Designer   Ontario, Canada
• Creating new financial planning features focused on the female market for mobile.
• Using both quantitative data and qualitative methods to solve problems.
• Working on User Research, Competitive Analysis, User Flow, Wireframes, Visual Design, Prototypes, and User Testing on Web and mobile products.

The W Group   (02/2014-03/2020)

Senior UI Visual Branding Designer/ Art Director   Costa Mesa, CA
• Worked on User Research and Ideations for the Style Guide, Product Mockups, Prototypes, Product Development, and UI Design.
• Collaborated with and communicating with the project owners daily, gathered precise business and brand requirements.
• Leaded creative and designing projects from concept to production.
• Collaborated closely with a team of five members, and our team increased revenue by 200% in the first year.