SOPHIA HUANG

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SKILLS/ TOOLS

Design

User Experience Design (UED)
User Interface Design
Microsoft PowerPoint
Interaction Design
Adobe Photoshop
Adobe Illustrator
Adobe XD
Sketch
Figma
Zeplin
Invision

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   Pasadena, CA
Bachelor of Science (BS)

Tsinghua University   (2005-2009)

Economics   Hsinchu, Taiwan
Bachelor of Science (BS)

EXPERIENCE

Moneygram   (07/2021-Current)

Native App Product Designer   Dallas, TX
• Product designer for end-to-end iOS and Android mobile applications for the consumer-facing team.
• Collaborating with teams across multiple creative, scrum teams, product, and other business disciplines.
• Working on User Research, Information Architecture, Interaction, Heuristic Analysis, Visual Design, Wireframes, Prototypes, and User Testing for native iOS and Android systems.
• Lead Designer for Crypto and other future feature projects.

Citi Group   (01/2021-07/2021)

Digital UX/UI 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.

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

Senior UI Visual Branding Designer/ Art Director   Costa Mesa, CA
• Worked on User Research and Ideations for the Design System, 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.