

Sophia Huang

sophiahuang.us
804industry.com

CONTACT

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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
Collaboration
Design Thinking

LANGUAGES

Mandarin
English

INTERESTS



Photography



Travel



Hiking



Watersport

EDUCATION

Springboard (2020-2020)

UI/UX Design Career Track
Certificate

Art Center College of Design (2009-2013)

Industrial Design
Bachelor of Science (BS)

PROJECT

Wings (06/2020-07/2020)

UI/UX Designer

- Used both quantitative and qualitative data to solve problems.
- Creating and working on User Research, Information Architecture, Interaction, and Visual Design, Wireframes, Prototypes, and User Testing across the web and mobile products.

EXPERIENCE

The W Group (01/2015-01/2020)

Visual Branding Design Lead

- Increased 600% revenue from \$2 million to \$20 million in five years with an initial start-up team.
- Leading creative and designing projects from concept to production.
- Market/User Research and Ideation for the Brands Visual, Product Mockups, Prototypes, Product Development, and UI Design.
- Collaborate with and communicating with the Project Owners daily, gathering clear business and brand requirements.

The W Group (01/2014-01/2015)

Visual Branding Designer

- Owned more than 25 projects per year from initial research and conceptual design through User Experience, usability testing, wireframe, prototypes and implementation Innovation design.
- Lead in the creation of Graphic Design and UI Design for the use of the marketing department and cross-department collaboration.
- Worked well independently and on a creative team to solve problems, Product Development and increased the revenue by 200% in the first year.

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

Freelance Graphic/ UI Designer

- Successfully completed diverse freelance Graphic Design and User Interface Design with a strong customer satisfaction rate by 20% annually.
- Fostered a high rate of 70% returning clients due to optimal customer service, User Experience, and outstanding graphic design services.
- Ensured that the visions of the director and designer were carried out through Mobile/Web production, Product Development, and Powerpoint/ Keynote presentations with consistent quality.
- Working on User Research, Information Architecture, Interaction, and Visual Design, Wireframes, Prototypes, UI and User Testing across the web design and mobile products.

3DEXCITE (09/2012-12/2012)

Intern 3D Visualization Artist

- First Innovation project had been displayed on the 2012 LA Auto Show and featured on the Chevy website homepage.
- Creating diverse designs and collaborate with the technical team to complete projects from Wireframes to Prototypes. The auto show project is done in 1.5 Months. Increased 50% efficiency by delivering earlier than original due dates.