

# Amy Chou

Vancouver, BC | 778-318-7607 | [amy.chou@hotmail.ca](mailto:amy.chou@hotmail.ca) | [github.com/yamchoo](https://github.com/yamchoo) | [amyfx.ai](https://amyfx.ai)

---

## Professional Summary

Hybrid product designer & front-end engineer specializing in **shipping user-facing experiences, rapid interactive prototyping, and design systems**. Known for translating early-stage ideas into **functional, code-based prototypes** that align product, design, engineering, and leadership around a shared vision. Expert in navigating **ambiguous problem spaces**, rapidly validating concepts, and de-risking product decisions before development.

---

## Experience

### AI-Driven Senior Product Designer

Shift4 · Vancouver, BC | Nov 2024 – Present

*Selected Work:* [Product Matrix](#) • [Doc Portal](#) • [POS Prototype](#) • [Payment Showcase](#)

- Built internal front-end tools supporting product discovery and alignment across Sales, Product, and Engineering.
  - Created and maintained a company-wide product catalog database and UI spanning multiple markets and domains.
  - Built an AI assistant enabling real-time, documentation-grounded Q&A for enterprise teams.
  - Reduced prototyping iteration time by **60%** through rapid, code-based testing workflows.
  - Designed cross-platform POS interfaces for clarity, speed, and reliability in high-volume hospitality environments.
  - Led creation of a cross-team design system improving UI consistency and development velocity.
-

## **Marketing & Design Manager**

**Eigen Payments · Vancouver, BC | Sept 2013 – Nov 2024**

- Led UI/UX and design operations through a decade of platform growth and acquisition by Shift4.
  - Designed omni-channel experiences across web, mobile, kiosks, and payment devices for retail, hospitality, and casino verticals.
  - Built the company's first scalable design system using Tailwind CSS and component-based frameworks.
  - Produced product demos, sales enablement tools, and customer-facing experiences driving partner engagement.
  - Mentored junior designers and established UX workflows to strengthen cross-team collaboration.
- 

## **Professional Development**

- AI-Accelerated Design & Prototyping
  - Design Systems & UX Architecture
  - Front-End Collaboration (React, Tailwind, HTML/CSS)
  - Data-Informed Product Strategy
  - Developer Enablement & Tooling
-

# Community Leadership

## Founder & Organizer — Vancouver Vibe Coders Meetup

<https://www.meetup.com/vancouver-vibe-coders/>

*April 2025 – Present*

Founder and host of a weekly community program for designers, developers, and AI practitioners featuring peer demos, hands-on labs, and collaborative experiments focused on AI-driven product creation.

## Skills

**Design & UX:** Design Systems, Cross-Platform UX, Data-Informed Design, Rapid Prototyping

**Engineering & Prototyping:** React, Tailwind CSS, HTML/CSS, SQLite, Vercel, Component-Based UI Architecture

**Tools:** Figma, Adobe Creative Suite, Cursor, Claude Code, Datadog, Storybook

**Leadership:** Cross-functional collaboration, mentorship, team alignment

---

## References

Available upon request.