Amy Chou

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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 Product Designer / Design Technologist

Shift4 · Vancouver, BC | Nov 2024 – Present

- 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 | 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

April 2025 – Present

Founded and host 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

Leadership: Cross-functional collaboration, mentorship, team alignment

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References

Available upon request.