

# alice chou

## product designer

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## skills & tools

### design

Sketch  
InVision  
Principle  
Flinto  
Marvel  
Keynote  
Adobe Creative Suite

### data

Microsoft Excel  
SQL  
Google Analytics (Certified)

## education

### Ironhack

Miami, FL | 2018  
*UX/UI Bootcamp*

### Harvard Business School Online

June 2017 Cohort  
*Business Analytics, Economics, Accounting*

### Carnegie Mellon University

Pittsburgh, PA | C/O 2010  
*B.S. Decision Science*  
*Philosophy Minor, Logic & Computation*

## professional experience

### Royal Caribbean Cruises | Miami, FL

#### **Product Designer** | Feb 2019 - Mar 2020

- Worked on four product teams to design and implement new, large-scale flows as well as iterative improvements for both consumer and enterprise products on mobile app, responsive web, or touchscreen kiosk
- Owned complete re-design of cart, checkout, and order management features for the Plan My Cruise website as part of a special projects initiative
- Collaborated with product owners, developers, business stakeholders, and professional users to define, groom, and complete end-to-end deliverables in an agile environment
- Led design brainstorm workshops to develop solutions, conducted on-site interviews with guests and crew to assess current state and understand user needs, and performed remote usability tests to validate or refine flows

### Oracle | Ft. Lauderdale, FL

#### **Implementation Project Manager** | Aug 2015 - Jan 2018

Improved project workflow efficiency by proactively identifying process, documentation, and knowledge gaps and creating standardized procedures, new templates and forms, consistent reports, and a department-wide wiki  
*Earned Consulting Team Lead award*

### ChinaNetCloud | Shanghai, China

#### **Project Manager** | Nov 2013 - Nov 2014

Designed and implemented a web tool to auto-generate server health check reports, allowing PMs to deliver reports to 40% more clients at 10X the rate, while increasing customer retention and service upgrades

### Yelp | San Francisco, CA

#### **Business Insights Analyst** | Jul 2012 - Dec 2012

Owned analytics for the mobile app team; measured the impact of A/B tests on user behavior to influence new features or changes for the app

### Mixbook | Palo Alto, CA

#### **Lead Data Analyst** | Nov 2010 - Jun 2012

Defined KPIs, created business intelligence dashboards from scratch, and presented data-driven marketing and product solutions to C-level executives