ALICE CHOU

ANALYSIS • INITIATIVE • DESIGN

✉ alicelikesemail@gmail.com   ☎ 954 790 7852   ▢ alicelikesdesign.co   in linkedin.com/in/a1ice

PROFESSIONAL EXPERIENCE

ROYAL CARIBBEAN CRUISES • ASSOCIATE PRODUCT DESIGNER
Miami, FL • February 2019 - Present

- Working on guest-facing commerce features in mobile, web, and kiosk

ORACLE • IMPLEMENTATION PROJECT MANAGER
Ft. Lauderdale, FL • August 2015 - January 2018

- Managed multi-million dollar IT and software installations while liaising between technical teams and project stakeholders
- Improved project workflow efficiency by proactively identifying gaps and creating standardized procedures, documents, and shared wikis
- Earned Consulting Team Lead award

CHINANETCLOUD • PROJECT MANAGER
Shanghai, China • November 2013 - November 2014

- Designed, implemented, and iterated a tool to auto-generate server health check reports, allowing PMs to deliver reports 40% more clients at 10X the rate, while increasing customer retention and service upgrades
- Established metrics and developed reports monitoring >2k tickets for >1k servers per month to drive operations and business decisions

YELP • BUSINESS INSIGHTS ANALYST
San Francisco, CA • July 2012 - December 2012

- Measured the impact of A/B tests on user behavior to influence new features or changes for the mobile app
- Evaluated web traffic data on >70M monthly unique visitors to identify strategic oppurtunities in user retention and engagement

MIXBOOK • LEAD DATA ANALYST
Palo Alto, CA • November 2010 - June 2012

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

SKILLS & TOOLS

DESIGN
Sketch
Flinto
InVision
Marvel
Adobe Creative Suite

DATA
Microsoft Excel
SQL
Google Analytics (Certified)

EDUCATION

IRONHACK
Miami • 2018
UX/UI Bootcamp

HARVARD BUSINESS SCHOOL ONLINE
June 2017 Cohort
CORe: Credential of Readiness

CARNEGIE MELLON UNIVERSITY
B.S. Decision Science
Philosophy Minor

LANGUAGES

English (Native)
Mandarin Chinese (Bilingual)