



ALICE CHOU



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SUMMARY

From analyzing user behavior, to designing an internal tool for my team, I'm passionate about working on digital products. This led me to studying UX/UI at Ironhack. I look forward to making and improving products that people use and love.



EDUCATION

- **Ironhack**
Miami • 2018
UX/UI Bootcamp
- **HBX • Harvard Business School**
June 2017 Cohort
COfR: Credential of Readiness
- **Carnegie Mellon University**
Pittsburgh • C/O 2010
B.S. Decision Science
Philosophy Minor



SKILLS

Sketch
Flinto
InVision
Marvel
Microsoft Project
Microsoft Excel
SQL
Google Analytics (Certified)



LANGUAGES

English
Mandarin Chinese



INDUSTRY EXPERIENCE

- **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 creating project plan templates, information request and technical requirements forms, standardized procedures, and reports
 - Promoted information across international teams by owning the setup and maintenance of a department-wide wiki
 - Earned Consulting Team Lead award
- **ChinaNetCloud • Project Manager**
Shanghai, China • November 2013 – November 2014
 - Led IT and cloud computing projects, including new server builds, optimization, server migrations, and support for ~30 international customer accounts such as Decathlon, H&M, Michael Kors, Ogilvy, Pfizer, and Sweden
 - Designed, implemented, and iterated a 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
 - Developed new metrics and 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
 - Mobile - Tracked and measured the impact of UX changes and new features on user behavior for a cross-functional team led by the CEO
 - Sales - Analyzed sales performance and customer satisfaction surveys to provide actionable insights on commission plans and advertising partnerships
 - Marketing - Evaluated web traffic data and user behavior on >70M monthly unique visitors to identify strategic opportunities in user retention and engagement
- **Mixbook • Lead Marketing Analyst**
Palo Alto, CA • November 2010 – June 2012
 - Built and maintained board reports and dashboards from scratch, including KPIs, product and revenue forecasts, funnel metrics, and customer lifecycles
 - Evaluated user behavior, sales trends, and impacts of marketing campaigns, and presented findings to C-level executives to influence marketing and business decisions
 - Reported directly to the CEO as the first analyst employed while mentoring an associate in ad-hoc queries