

ALICE CHOU

product designer

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skills & tools

design

Figma
Sketch
InVision
Abstract
Principle
Flinto
Keynote
HTML / CSS

language

English (Native)
Mandarin (Conversational)

education

Ironhack | 2018
UX/UI Bootcamp

Harvard Business School Online | 2017
Certificate, CORE business principles
Business Analytics, Economics, Accounting

Carnegie Mellon University | C/O 2010
B.S. Decision Science
Philosophy Minor, Logic & Computation

professional experience

Walmart | **Sr. Product Designer, Health Programs** | Apr 2023 - Oct 2023
Led design and vision for new health and wellness initiatives alongside product and engineering counterparts, while working with other designers on complementary goals and execution across product teams

Meta | **Sr. Product Designer, Messaging** | Apr 2022 - Jan 2023

- Optimized the encrypted messaging experience for Facebook app users, increasing encrypted backup authentication rate from <20% to >75%
- Adapted existing visual and UX patterns to platform-specific patterns to ensure a consistent experience; flagged instances where patterns broke down, suggested improvements, and socialized new patterns to the team

Microsoft | **Product Designer II, Teams** | Jun 2021 - Feb 2022

Designed new cross-platform workflow apps for front-line workers while considering holistic experience, potential states, and product overlaps

Lowe's | **Product Designer, Retail** | Apr 2020 - May 2021

Produced new features, patterns, and styles for desktop and kiosks used by sales floor associates, the company's largest revenue stream

Royal Caribbean | **Product Designer, Commerce** | Feb 2019 - Mar 2020

Owned end-to-end design for multiple guest- and crew-facing products, including the complete redesign of the online shopping cart experience that launched on 12 ships and led to a 500% increase in revenue

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

Improved project workflow efficiency by identifying gaps and creating standardized procedures, templates, reports, and a department-wide wiki

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

Designed and implemented a web tool allowing PMs to auto-generate reports and deliver them to 40% more clients at 10X the rate

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

Defined KPIs and presented data-driven solutions to C-level executives