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 cross-functional product teams in an agile environment to design, implement, and iterate new, large-scale flows and feature improvements for both consumer and enterprise products on mobile app, responsive web, and touchscreen kiosk
- Owned complete re-design of cart, checkout, and order management features for the Cruise Planner website as part of a special projects initiative
- Contributed components to the internal pattern library; worked with design systems, product, and engineers to ensure accessibility in user experiences
- 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