ALICE CHOU

senior 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 - Current
Designing for new health and wellness initiatives

Meta | **Product Designer, Facebook 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 and suggested improvements

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
- Collaborated with business, product, and engineering leads to deepen understanding of user needs and drive product strategy and vision

Lowe's | **Product Designer, Retail** | Apr 2020 - May 2021
- Produced new patterns and styles for desktop and touchscreen interface used by sales floor associates, the company's largest revenue stream
- Led design workshops to develop solutions and identify new opportunities for product improvements

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
- Contributed components to the internal pattern library; worked with design systems, product, and engineers to ensure accessibility in user experiences

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