

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 product teams to design and implement new, large-scale flows as well as iterative improvements for both consumer and enterprise products on mobile app, responsive web, or touchscreen kiosk
- Owned complete re-design of cart, checkout, and order management features for the Plan My Cruise website as part of a special projects initiative
- Collaborated with product owners, developers, business stakeholders, and professional users to define, groom, and complete end-to-end deliverables in an agile environment
- 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