

# ANNA CHOU

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## EDUCATION

### BFA Graphic Design

California College of the Arts

San Francisco, CA

August 2009 - May 2013

## SKILLS & LANGUAGES

Product Design, User Experience,  
Information Architecture,  
Interaction Design, Structured Data,  
User Interface, User Flows,  
Wireframing, Rapid Prototyping,  
Design Strategy, User Research,  
Visual Design, Web Development,  
HTML, CSS, LESS, git

## SOFTWARE & DEVICES

Sketch, Illustrator, Photoshop,  
Jira, Axure, InvisionApp, InDesign,  
Terminal, iOS, Android, Tablet, Web

## INTERESTS & VALUES

Clinical Design, Cancer Research,  
Emerging Products, Technology,  
Education, Health, Science,  
3D Interaction, Innovation,  
Products that improve  
the quality of human lives.

## EXPERIENCE



### Senior User Experience Designer @ Yahoo (March 2015 - Present)

Yahoo Finance iOS, Yahoo Finance Android, Yahoo eSports, Yahoo Finance, Yahoo Recommends

- Lead UX/UI/product designer for Yahoo Finance iOS and Android native experiences.
- Participated in extensive user researching with continuous iteration on UX solutions for Yahoo Recommends and Finance. Identifying issues with user feedback.
- Coordinated with several internal teams across Yahoo to define Yahoo's universal style guide and requirements for desktop, mobile, iOS, and Android.
- Provided IxD/UI specs and built prototypes and worked closely with engineers to implement new designs.
- Coordinated with product managers to define requirements, ongoing product strategies, and to discuss UX solutions.
- One of the lead designers for Yahoo Finance desktop and mobile web experiences specifically on the portfolios, watchlists, and holdings experience flows.



### User Experience Designer @ Yahoo (June 2013-March 2015)

Yahoo Recommends, Yahoo Tech, Yahoo Frontpage, My! Yahoo, GEO Location Weather

- Lead design architect and visual designer for Yahoo Recommends desktop experience, a publishing tool used by editors and content providers.
- Lead IxD/UX designer on Yahoo magazine properties (Yahoo Tech and Food) to define the grid, navigation system, and universal interaction functions. Defined the entire product architecture and product roadmap to become scalable.
- Single-handedly designed, defined, and built Yahoo publishing's universal style guide framework using git, LESS, Javascript, and SASS. Launched across and used by the entire publishing design and engineering organization.
- Coordinated with other designers on Yahoo homepage property to design systematic navigation flow between properties. Defined consistency for user interest declarations of topics, stock tickers, and sports teams.
- Defined and designed My Yahoo's applet chrome framework that is scalable to be used for any RSS feed or property.



### Design Internship @ NSI Solutions (March 2012-March 2013)

- Designed and implemented the main site using HTML, CSS, PHP, and JS as well as defining/designing the company brand for several of their business systems.



### Teaching Assistant @ CA College of the Arts (Sep 2012-Dec 2012)

- Taught students HTML, CSS, PHP, how to use WordPress, and prototyping with Axure.
- Mentored and assisted students in their resume and portfolio creations.
- Trained students how to critique work and develop sites with wireframes and sitemaps.

"The only true disability is a crushed spirit."

- Aimee Mullins