

ANNA CHOU

Designing for simple, scalable, functional, and accessible end-to-end experiences.

Senior Product Designer @ Dropbox

11/17 - Present

Joined a new team called Ecosystems to work with research to define the user problems and validate hypotheses around user journey when using Dropbox and relevant common tools and workflows.

Provided a complete end-to-end design vision for how Dropbox and other tools, such as DocuSign, can be brought together more seamlessly for MVP and long-term design goals.

Led a design strategic integration between Dropbox and Salesforce.

Drove design improvements to the Dropbox file-chooser plugin to increase user value by including a rich file preview, grid view, and sorting capabilities.

Collaborated closely with design and engineering from companies we are integrating with such as Adobe, Vimeo, DocuSign, and Autodesk.

Senior User Experience Designer @ Yahoo Finance

05/15 - 11/17

Lead product and visual designer for the Yahoo Finance iPhone, iPad and Android experiences.

Partnered with research to run Yahoo Finance usability studies to understand user pain points, needs, and opportunities for each types of users.

Collaborated closely with product to advocate user needs and values from research for features like portfolios, watchlists, and holdings experiences.

Provided end-to-end design strategy and design execution for how new investors might discover new stocks and finance sectors.

Worked directly with SVP of Product to lead an R&D personal finance app initiative to define market sizing, user problems, and business opportunities using concept storyboard testing and provided an entire end-to-end design strategy and vision that was executed and shipped to GA in 2 quarters.

User Experience Designer @ Yahoo

06/13 - 05/15

Lead designer for Yahoo Recommends, a dashboard and monitoring system for machine learning advertisement experiments for partners using Yahoo's ad technology recommendation.

Drove end-to-end experience for Yahoo Magazines (Yahoo Tech and Yahoo Food), defined information architecture and product sequencing.

Coordinated with several design teams and eng across Yahoo to contribute a new mobile grid and common components library for design systems.

Provided complex systematic navigation interactions for Yahoo news to flow between multiple Yahoo properties and features.

Defined My! Yahoo applet chrome framework to scale across any 3rd party RSS feed and Yahoo 1st party apps such as horoscopes, finance, & sports.

Specialization

Data visualization
Complex data design
Internal workflow tools
Dashboards & monitoring
Consumer applications
Enterprise systems
Native mobile design

Skills

User experience
Information architecture
Interaction design
Usability research
Concept testing
Problem definition
User journey mapping
Communication design
Design vision & scoping
Cross-team collaboration
Rapid prototyping
Visual design
Sitemaps & wireframes
HTML / CSS / git

Education

Bachelor of Fine Arts,
Graphic Design

California College of the Arts
San Francisco, CA
2009-2013

Connect

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