ANNA CHOU

Work Experience

Senior User Experience Designer
Yahoo! • Mar 2015 - Present

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

User Experience Designer
Yahoo! • Jun 2013 - Mar 2015

- Lead design architect and visual designer for Yahoo Recommends desktop
- Idenftied issues with user feedback. experience, a publishing tool used by editors and content providers.
- Lead IXD/UX designer on Yahoo magazine properties (Yahoo Tech and Food). Defined the entire product architecture and product roadmap.
- 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 Intern
NSI Solutions • Mar 2012 - Mar 2013

- Designed and implemented websites using HTML, CSS, PHP, and JS and also defining/designing the company brand for several of their business systems.

Design & 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 process.
- Trained students how to critique work and develop sites with wireframes and sitemaps.

Education

BFA Graphic Design
August 2009 - May 2013

California College of the Arts
San Francisco, CA

Contact

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Skills & Languages

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

Interests

Clinical Design, Cancer Research, Emerging Products, Technology, Education, Health, Science, VR/AR, Wearables, Video Games, and Products that improve the quality of human lives.