

# EILEEN CHOU

## UX Designer

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### ABOUT

UX Designer driven by clean designs and sustainable solutions. With an operational background, troubleshoots complex pain points to deliver a beneficial customer experience. Leverage analytical mindset and creativity to design solutions from ideation to launch.

### SKILLS

User Research & Testing  
Wireframing & Prototyping  
Responsive Design  
Accessible Design  
UI Design  
Frontend Development  
Strategic Planning  
Risk Management  
HTML, CSS, JavaScript

### TOOLS

Figma  
Adobe Creative Suite  
Github  
Google Suite  
MS Office Suite

### EDUCATION

#### UX Design Certificate

- Frontend Dev Specialization

CareerFoundry  
2023-2024

#### Culinary Arts Certificate

San Francisco Cooking School  
2014

#### BS in Business Management

- Concentration in Finance

#### BS in Accounting

Case Western Reserve  
University  
2007-2011

### PROJECTS

#### Stoke | UX & UI Designer

CareerFoundry Final Project | January - August 2024

- Designed a comprehensive health tracker that addresses how daily choices impact a user's well-being.
- Applied human-centric design process and mobile-first approach to design a responsive web app.
- Process: Competitive analysis, user interviews, personas, journey maps, card sorting, sitemap, low- to high-fidelity wireframes, rapid prototyping, usability testing, accessibility testing, peer feedback.

#### Linguista | UX Designer

CareerFoundry Intro Project | December 2023

- Designed a flexible language learning app that provides a streamlined process for differing study needs.
- Conducted user research and usability testing while applying the Design Thinking Process.
- Process: Competitive analysis, user interviews, personas, journey maps, low-fidelity wireframes and prototyping, usability testing.

### EXPERIENCE

#### Baker | Ben's Bread

Seattle, Washington | October 2023 - May 2024

- Tracked and analyzed a daily mix and bake log that reduced product waste by 10%, increased overall product quality and consistency to 85%, and met increasing customer demands.
- Adapted quickly to varying bake schedules and provided support in all operations of the bakery that improved employee productivity by 20% and reduced overall labor costs.

#### Co-Founder & Chef | Flour Beast Supper Club

Seattle, Washington | Established 2023

- Created an intimate supper club designed with a focus on community, seasonal ingredients, and sustainable food practices that resulted in one of the most affordable and unique culinary experiences in the market.
- Grew a business from ideation to launch and delivered a leading experience by designing an environment that emulated the warmth and ease of dining at a friend's home.

### **Culinary Instructor | The Pantry**

Seattle, Washington | November 2021 - May 2023

- Developed an interactive system to instruct and educate students on how to prepare and cook sustainable dishes from start to finish that resulted in an increase in student retention and class sales.
- Utilized decade of culinary expertise to troubleshoot issues that arose before or during classes to maximize student satisfaction and provide a useful and enjoyable experience.

### **Market Manager | River Run Farm**

Sequim & Seattle, Washington | May 2021 - October 2021

- Improved and refined inventory and sale system of farm harvest to ensure adequate distribution to five different farmers markets that helped to reduce farmer hours spent out in the field and minimize excess of produce.
- Enhanced customer satisfaction by designing an efficient operational flow at markets that provided seamless transaction points that reduced wait time and encouraged more customers to shop while increasing gross profit of the farm.

### **Whole Animal Butcher | The Meat Hook**

Brooklyn, New York | May 2018 - October 2019

- Boosted customer experience by recommending alternative meat cuts of similar or higher quality while also being cost-efficient, resulting in increased awareness of sustainable food consumption and reduction of food waste and overhead costs for the business.

### **Sous Chef | Blanca**

Brooklyn, New York | May 2017 - May 2018

- Delivered an industry-leading experience by collaborating with a team of six in designing an interactive and extraordinary dining atmosphere with a human-centric focus, achieving top restaurant ratings and awards.

### **Line Cook | The Progress**

San Francisco, California | November 2014 - December 2016

- Ensured a successful opening of the restaurant by designing a new workflow management system through extensive user testing that drove high customer demand and resulted in achieving top restaurant ratings and awards in less than a year of operation.

### **Senior Associate | TM Financial Forensics**

San Francisco, California | January 2012 - September 2014

- Enhanced corporate strategy efficiency by designing the client acquisition process through implementation of internal controls and performance metrics, driving client growth, retention, and satisfaction.