

# EILEEN CHOU

## UX Designer

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📍 Seattle, WA

### ABOUT

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User-centric Designer driven by impactful designs and sustainable solutions. Troubleshoot ambiguous and complex pain points. Leverage analytical and creative mindset to deliver functional products from ideation to launch.

#### SKILLS:

User-Centric Design  
User Research  
Wireframing  
Rapid Prototyping  
Usability Testing  
Design Systems  
Responsive Design  
Accessible Design (WCAG 2.2)  
SCRUM/Agile Methodology  
HTML, CSS, JavaScript

#### TOOLS:

Figma  
Adobe Creative Suite  
Github  
Slack  
MS Office  
Google Suite

### EXPERIENCE

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#### **Product Designer, AI • Reality AI** | December 2024 - Present

- Play a key role in crafting intuitive user-centric designs for AI-powered tools, focusing on accessibility, functionality, and impact.
- Create high-fidelity prototypes that align with technical feasibility and user needs, while ensuring seamless communication with cross-functional teams.
- Contributed to building a cohesive design system, promoting consistency and scalability across projects.

#### **UX/UI Designer, Web Developer • Freelance** | October 2024 - Present

- Craft user-centric designs with a focus on reducing user pain points and enhancing functionality and efficacy.
- Conduct user research and usability testing to iterate on designs and identify areas of improvement.
- Communicate proactively with stakeholders and cross-functional teams to ensure alignment of business goals with user needs and technical considerations.
- Develop and maintain front-end web applications utilizing HTML, CSS, and JavaScript, ensuring scalability, accessibility, and efficiency.

**Product Development • *Ben's Bread* | October 2023 - May 2024**

- Contributed to product development and strategy, ensuring a consistent and satisfactory user experience.
- Prioritized initiatives to align with business goals, reducing product waste and stakeholder costs.
- Worked closely with cross-functional teams to stay in alignment with operational capabilities, enhancing productivity.

**Chief Product Officer • *Flour Beast* | March 2023 - October 2023**

- Co-founded and drove the product strategy of a supper club to deliver a seamless and impactful user experience.
- Managed the product roadmap and prioritized initiatives to align with business goals, resulting in reduced food costs and a 10% increase in gross margin.
- Focused on user needs of community, sustainability, and accessibility, resulting in a 20% increase in customer base.

**Culinary Education Development • *The Pantry* | November 2021 - May 2023**

- Crafted an intuitive user-centric experience with a focus on enhancing accessibility and reducing pain points within a hands-on and fast-paced learning environment.
- Empowered students through seamless communication and a cohesive educational experience, maximizing student satisfaction and impact.
- Prioritized strategies that aligned with business goals, increasing profit margin by 5%.

**Market & Harvest Manager • *River Run Farm* | May 2021 - October 2021**

- Drove product strategy and managed market initiatives to ensure optimal crop allocation, minimizing wasted effort and reducing stakeholder costs by 10%.
- Designed a streamlined sales process at markets by removing redundancies, increasing efficiency and improving customer engagement by 12%.

## EDUCATION

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**Certificate in UX Design • *Specialization in Front-End Development***

CareerFoundry, 2023-2024

**Dual Bachelor's of Science in Accounting & Business Management**

Case Western Reserve University, 2007-2011