# EILEEN CHOU

eileen.j.chou@gmail.com • 270.438.8970
LinkedIn: linkedin.com/in/ejchou
Portfolio: eileenjchou.com

## EXPERIENCE

### Senior UX Designer

Lumina Vascular Health & Laser Clinic • Seattle, WA • January 2025 - Present

- Redesigned the clinic's core website to streamline booking and improve retention, leading to a **150% increase in booking conversions** and **30% rise in returning users** in under 3 months.
- Conducted user research and analytics review to identify friction points, then delivered simplified navigation, clearer service hierarchies, and a more approachable interface.
- Built responsive, production-ready interfaces using HTML and CSS, enabling clean, consistent user experiences across devices.

### Senior UX Designer

Seattle Sport Rehabilitation & Performance • Seattle, WA • April 2025 - November 2025

- Led the redesign of a clinic's site with clear UX and accessible UI, resulting in **35% increase in discoverability and engagement**.
- Collaborated directly with clinicians to map user flows and surface essential care services, supporting both patient clarity and internal workflows.
- Delivered a modular Figma system and design handoff spec used to efficiently implement cross-device UI updates.

### Product Designer

Reality AI Lab • Remote • November 2024 - August 2025

- Designed data-dense, AI-driven interfaces for cross-platform tools, **improving workflow efficiency by 25%** and meeting technical/functional constraints.
- Delivered developer-ready Figma prototypes with stateful components and responsive layouts, **reducing QA rework by 30%**.
- Built a scalable, WCAG 2.2–compliant UI system (typography, color semantics, responsive grid) that clarified data hierarchy and ensured consistency across applications.
- Collaborated with engineers using HTML, CSS, and JavaScript prototypes to validate and ship interactions that aligned design intent with delivery requirements.

### UX/UI Designer

Stoke • Remote • January 2024 - August 2024

- Designed a health and wellness mobile app, leading to **40% higher task completion** during usability testing and a **60% improvement in IA clarity** from tree testing.
- Created wireframes, prototypes, and a flexible UI kit using Figma auto layout and components, with a planned **2x improvement in user retention** at launch.
- Applied a mindfulness-first UX approach, aligning the product tone with user values around well-being, simplicity, and psychological safety.

### Product Designer

Flour Beast • Seattle, WA • March 2023 - December 2023

- Led product strategy and MVP design for a service-based platform, **growing the customer base by 20%** and improving margins by 10% through scalable UX flows and conversion-focused design.
- Applied product thinking and UX best practices to design and iterate on service flows that **reduced operational friction by 30%**, improving both backend efficiency and user satisfaction.
- Partnered cross-functionally across operations, marketing, and customer success to align user experience with business goals, mirroring the pace and collaboration of early-stage SaaS teams.

### UX Designer

The Pantry • Seattle, WA • August 2021 - May 2023

- Designed and optimized service flows for culinary education, achieving a **100% booking conversion rate** and **60% increase in repeat users**.
- Partnered cross-functionally with instructors and operations to align user experience with business goals, **reducing onboarding time by 35%** and improving program completion rates.
- Applied systems thinking and human-centered design to scale onboarding and engagement workflows, laying the groundwork for digital product design.

### Chef (Service & UX Designer)

San Francisco/NYC/Seattle • 2014-202

- Designed and led **end-to-end service experiences** in Michelin-level kitchens, supper clubs, and culinary classrooms, blending precision, storytelling, and sustainability.
- Partnered with regenerative farms and producers to integrate **closed-loop systems and waste reduction practices**, aligning operations with community and environmental goals.

- Applied **human-centered design principles** to craft memorable dining and educational experiences, achieving strong customer loyalty and critical acclaim.
- Transitioned these skills into UX by translating **service flows, stakeholder alignment, and systems thinking** into **digital dashboards, portals, and scalable design systems**.

### Economic Litigation Consultant

TM Financial Forensics • San Francisco, CA • January 2012 - August 2014

- Translated complex financial data and legal models into **clear, visual narratives**, building the foundation for **evidence-based design storytelling and data-driven decision-making** in UX.
- Collaborated with **cross-functional teams** of attorneys, analysts, and stakeholders to communicate abstract ideas through structured visuals, **strengthening information hierarchy, user empathy, and systems thinking**.
- Applied **quantitative analysis and behavioral insight methods to uncover patterns in large datasets**, now mirrored in user research, journey mapping, and usability evaluation for informed design strategies.

---

## SKILLS

**Product & Research:** End-to-End UX · Rapid Prototyping · Usability Testing · User Interviews & Synthesis · Journey Mapping · Developer Handoff

**Interface & Interaction Design:** High-Fidelity Design · Micro-Interactions · Visual Hierarchy · Layout & Typography · Design Systems · Component Libraries & Tokens · Responsive Web & Mobile Design · Accessibility (WCAG 2.2)

**Technical:** Figma · Adobe Creative Suite · AI-Assisted Design · Front-End Development (HTML · CSS · JavaScript)

---

## EDUCATION

**Case Western Reserve University · 2007 - 2011**
B.S. in Finance, B.S. in Accounting

**CareerFoundry · 2024**
UX/UI Design, Front-End Development