

EILEEN CHOU

UX Designer



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Seattle, WA

ABOUT

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

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**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