

# EILEEN CHOU

## UX Designer

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Seattle, WA

### ABOUT

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

### SKILLS

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

### TOOLS

Figma  
Adobe Creative Suite  
Github  
MS Office Suite  
Google Suite

### EDUCATION

#### Certificate in UX Design

- Specialization in Front-End Development

CareerFoundry  
2023-2024

#### Certificate in Culinary Arts

San Francisco Cooking School  
2014

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

Case Western Reserve University  
2007-2011

### EXPERIENCE

#### Product Designer, AI | Reality AI

Remote | 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.
- Built and maintain a cohesive design system, promoting consistency and scalability across projects.

#### UX/UI Designer • Web Developer | Freelance

Remote | 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 and efficiency.

#### Product Development | Ben's Bread

Seattle, Washington | 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

Seattle, Washington | March 2023 - October 2023

- Co-founded and drove product strategy of 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.

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### EXPERIENCE CONT.

#### Culinary Education Development | The Pantry

Seattle, Washington | 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

Sequim & Seattle, Washington | 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%.

#### Whole Animal Butcher | The Meat Hook

Brooklyn, New York | May 2018 - October 2019

- Contributed to product development and strategy of butcher shop to deliver an impactful and satisfactory customer experience.
- Focused on quality, sustainability, and accessibility to match customer needs and increase gross margin.

#### Sous Chef | Blanca

Brooklyn, New York | May 2017 - May 2018

- Crafted a highly creative and impactful dining model to deliver an industry-leading experience.
- Focused on quality and innovative solutions to surpass industry standards, achieving 2-stars in the Michelin Guide.

#### Chef de Partie | The Progress

San Francisco, California | November 2014 - December 2016

- Contributed to building a cohesive and streamlined operational system for the opening of the restaurant.
- Focused on high-quality and sustainable ingredients to drive customer demand, resulting in achieving a star in the Michelin Guide in less than a year of operation.

#### Senior Associate • Associate | TM Financial Forensics

San Francisco, California | January 2012 - September 2014

- Navigated complex and ambiguous financial datasets to assess levels of risk.
- Presented recommendations that ensured best outcome for clients, enhancing client engagement and increasing new client acquisition.