



➤ farrahchow.com  
✉ chowfunfarrah@gmail.com  
☎ (646) 919-6641  
🔗 linkedin.com/in/farrahchow

## WORK EXPERIENCE

### Ballast Lane Applications

UX/UI Design Co-Op • Jan 2022 - August 2022

Collaborated within an Agile Workflow alongside a cross-functional team of 100 product engineers, 5 product managers, 5 business analysts, and 3 designers to ensure the seamless integration of new features that emphasize significance, functionality, and visual consistency.

Managed and updated the design system for Reibus, a B2B steel market, aligning with Material Design standards and WCAG accessibility guidelines.

Led the design initiatives for the Steel Marketplace, User Dashboard, and Chatbot projects at Reibus, driving enhancement in user engagement metrics and increase in customer retention.

### Starbucks Coffee Company

Barista • Feb 2020 - Dec 2021

Demonstrated exceptional multitasking abilities by efficiently preparing customized drinks and maintaining cleanliness in high-traffic environments, contributing to a 50% decrease in customer wait times and a rise in reviews from 4.2 to 4.8.

Cultivated strong communication skills and adaptability to effectively collaborate with a team of 20 members and to serve over 500 customers a day.

Overcame social anxiety, excelling in customer interactions both in-person and through drive-thru orders, leading to a 20% increase in repeat business.

### Advantage Academy Chinese Learning Center

Tutor • Sep 2018 - Jan 2019

Transformed complex mathematical concepts into accessible frameworks for youth comprehension, resulting in an increase in student engagement and an overall improvement in average test scores from 82 to 95.

Enhanced productivity and learning outcomes within a classroom setting of 15 students, aged 8 to 12, by implementing a ticket redemption system, resulting in an improvement in assignment accuracy and completion rates.

Safely supervised the daily transportation of 40 students from school to the facility, ensuring zero incidents or delays, contributing to a 100% safety record and parent satisfaction.

## SKILLS

### INTERACTION DESIGN

Web Design, Information Architecture, Physical and Digital Prototyping, Wireframing, Low & High Fidelity Mockups, Site Mapping

### EXPERIENCE DESIGN

User Interviews, User Testing, User Flows, Persona Creation, Journey Mapping, Quantitative Analysis, A/B Testing, Competitive Auditing

### GRAPHIC DESIGN

Branding, Typography, Iconography, Poster & Book Design, Design System Guidelines

### SOFTWARE

Proficient: Figma, Adobe Creative Suite (Photoshop, InDesign, Illustrator)

Learning: Webflow, Spline, Midjourney

Working Knowledge: TinkerCAD, Autodesk 3DS Max, Adobe AfterEffects

### OTHER SKILLS

Programming: HTML, CSS, JavaScript, Java, C++

Digital Illustration: Procreate

Fabrication: 3D Printing, Laser Cutting, Book Binding

Teamwork: Problem Solving, Adaptability, Meticulousness, Brainstorming,

Rapid Iteration, Cross-Team Collaboration, Human-Centric Design,

Providing & Receiving Feedback

## EDUCATION

### Northeastern University

BFA Interaction Design • Minor Computer Science • earned 2023

### RELEVANT COURSES

Graphic Design 1 + 2 • Interaction Design 1 + 2 • Typography 1 + 2 •

Identity and Brand • Information Design • Design Degree Project • Design

Process Context and Systems • Video Basics • Photography Basics •

Sculpting Basics • Fundamentals of Computer Science 1 + 2 • Database

Design • Discrete Structures • Logic and Computation • Programming for

Engineers

### ACHIEVEMENTS AND INVOLVEMENT

Dean's Scholarship

SMILE Lab • Computer Vision Research Assistant

Society of Asian Scientists and Engineers • Innoservice Regional Finalist

Chinese Student Association • Media and Design Specialist