

# FELICIA HOU

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## EDUCATION

### University of California, Irvine

Bachelor of Science in Informatics (Specialization in Human-Computer Interaction), Minor in Psychology

Awards & Accolades: Campuswide Honors Program, Dean's Honors List (Fall 2016 - Fall 2019)

Expected Graduation: June 2020

Cumulative GPA: 3.85

## WORK EXPERIENCE

### SAP

UI/UX Design Intern

Newport Beach, CA

Jan. 2020 - Present

- Developing voice transcription tool to allow users to seamlessly protect private information within a voice recording
- Organizing target user research in order to create concise UI through developing mockups and code implementation

### Belkin International

Software Engineering Associate

Playa Vista, CA

June 2018 - Aug. 2019

- Core member of Linksys mobile application team to develop UI screens and wireflows in Swift from Sketch designs
- Created UI unit tests and unit tests in Xcode to increase code coverage, improve localization, device variability, and detect bugs

### Amazon

Amazon Prime Student Ambassador

Irvine, CA

Sep. 2018 - Apr. 2019

- Increased brand presence on campus through promotional events and face-to-face interactions with 700+ students weekly
- Curated promotional social media posts for 1000+ followers while working with company sponsors such as Calvin Klein Jeans

### Cie Digital Labs

UX Researcher

Irvine, CA

Apr. 2018 - June 2018

- Recommended UX improvements after collecting data through interviews and surveys from over 1000 students at UC Irvine
- Improved user experience through creation of Student Success App after conducting quantitative and qualitative data analysis

### UC Humanities Research Institute

Web SEO Assistant

Irvine, CA

Apr. 2018 - June 2018

- Managed backend of Wordpress website by overseeing 894 posts and properly utilizing categories, tags, and meta-descriptions
- Improved internal SEO by examining and relinking broken website links and ensuring that internal links add value to the website

### UCI Donald Bren School of Information and Computer Sciences

Python Lab Tutor

Irvine, CA

Jan. 2018 - Mar. 2018

- Mentored 43 students enrolled in Python (ICS 31) by reviewing code, explaining concepts, creating relevant examples
- Recommended best practices for teaching Python concepts by collaborating with professors and other lab tutors

## PROJECTS

### "FreeRice Website Redesign" | Class Project

June 2019

- Created effective redesign of UI for FreeRice.com with InVision Studio based off of conducted user research
- Developed personas derived from interviews and online surveys as well as ran usability tests and cognitive walkthroughs

### "Healthy Eats" | SLO Hacks 2019 ("Best Health Hack" Winner)

February 2019

- Developed iOS Application that scans barcodes of food items with the phone camera and displays ingredients that are harmful
- Utilized Firebase ML Vision kit to decode UPC code and Selenium for web scraping in Python to feed through Nutritionix API

### "Best Before" | HackUCI 2018

February 2018

- Created Web Application that returns expiration dates of perishable foods bought from picture of uploaded grocery receipt
- Utilized Google Cloud Vision API, classifier APIs, and developed Python script to extract grocery items from text in image

## CAMPUS INVOLVEMENTS

### Alpha Kappa Psi - Professional Business Fraternity

Technology Chairman

Irvine, CA

April 2017 - June 2018

- Transformed organization's website UI and shifted web platform from Wordpress to Squarespace
- Improved eCommerce site's digital marketing efforts via search engine optimization and user interface recommendations

## SKILLS & INTERESTS

**Skills:** UI/UI Unit Tests, InVision Studio, Adobe Creative Cloud (Photoshop, Illustrator, XD), Tableau, Sketch, Figma, Xcode

**Languages:** Python, Swift, Java, HTML, CSS, JavaScript

**Interests:** Hiking, Exploring Large Cities, Animal Enthusiast, Design, Singing and Choir, Horseback Riding