

FELICIA HOU

(408) 300-4212 | felicia.hou27@gmail.com | linkedin.com/in/felicia-hou | www.feliciahou.com

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

- Orchestrating design of voice transcription tool throughout whole lifecycle with user interviews, competitor analysis/lean canvas/journey map, creation of mockups (low and high-fidelity), usability testing, and implementation in code

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