

# SOPHIA CHIA

PRODUCT DESIGNER | TEAM LEADER

Empathetic UX designer determined to deliver delightful & beautiful customer experiences with practical design.

+49 157 3044 5724

soap1069@gmail.com

<https://sophiachiaportfolio.webflow.io>

Düsseldorf, Germany



## EDUCATION

### CERTIFIED UX DESIGN COURSE

**Career Foundry | April 2019 - Feb 2020**

- Learned over 500+ hours UX design principles.
- Created social scavenger hunt and language learning apps from research to design.
- Further specialization in frontend development.

### BA - BUSINESS ADMINISTRATION

**University of Washington**

2009 - 2014

GPA: 3.84/4.0

(Magna Cum Laude - with great distinction)

## SKILLS

### DESIGN

User Research, Task Analysis, Usability Testing, Wireframing, Prototyping, Mockups, UI Design, Adobe XD, Photoshop, Illustrator, Indesign, Sketch, Balsamiq, Axure

### DEVELOPMENT

HTML, CSS, Javascript

### MARKETING

Digital marketing, Content strategy, SEO, Market research, project management, Google Analytics, Looker, Mixpanel

## EXPERIENCE

### PRODUCT MARKETING MANAGER

**trivago N.V. | Düsseldorf | May 2017 - current**

- Planned and executed multi-channel B2B marketing campaigns for product launches.
- Coordinated cross team efforts to migrate over 500k users to new product platform.
- Conducted market and competitive research for product exploration and positioning on topics including rates management and direct bookings.
- Gathered customer feedback to identify main customer pains and opportunities.
- Produced customer support and sales enablement materials for all B2B product lines.

### UX DESIGN & MARKETING ASSOCIATE

**Deepblu Inc. | Taipei | Oct 2015 - Apr 2017**

- Led competitive research to benchmark Deepblu platform features.
- Conduct user research to inform the conceptualization phase of the Deepblu app.
- Designed live feed section of the Deepblu social network platform.
- Designed key marketing materials such as promo videos, and product website.
- Oversaw and coordinated all merchandise and print material design and production.
- Organized brand launch trade show exhibitions in DEMA Las Vegas and ADEX Singapore.

### RISK ASSURANCE ASSOCIATE

**PwC LLP. | Los Angeles | Jul 2014 - Jun 2015**

- Evaluated IT system controls of Fortune 500 firms in the entertainment sector.
- Tested and compiled documentation for SOX and SOC1 system controls.
- Confirmed and reconciled client cash fund in financial audit.