


SOPHIA WANG


PORTFOLIO

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CONTACT

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EDUCATION

Simon Fraser University (SFU)

Sep 2017 - Present

Interactive Arts and Technology

- UX/UI

Bachelor of Business Administration

- Marketing

Vienna University of Economics and Business (WU)

Sep 2022 - Jan 2023

Bachelor of Business Administration

- Marketing

SKILLS

Design

Interface Design

Prototyping

Wireframing

Interaction Design

Design Evaluation

Design Thinking

Mobile/Web Design

Accessible Design

User Research

User Personas

Usability Testing

Branding

Typography

Colour Theory

Soft Skills

Collaboration

Communication

Presentation

Time Management

Software

Figma

Adobe CC

(Ps,Ae,PR,Ld,Lr)

Miro/Mural

Observable

Arduino

Grasshopper

OnShape

Rhino

Programming

CSS

HTML

JavaScript

Python

Processing

C++

WORK EXPERIENCE

Avanade — UX Designer

May 2022 - Aug 2022

- Conducted 3 rounds of user interviews and design workshops to understand client goals and problems.

- Created an internal platform for 50+ Canadian design consultants to help elevate their design maturity.

Electronic Arts — UX Designer

Jan 2022 - Apr 2022

- Identified inconsistent game tile designs and content within the different pages of the new EA app.

- Leveraged existing design system and industry design patterns to create 3 new game states for game tiles within the app.

SAP — Supplier Solutions Marketing Specialist

Sep 2019 - Apr 2020

- Developed and executed 3 campaigns for SAP Ariba Supplier Solutions and SAP Ariba Network.


- Created 15 digital and print graphic assets for external workshops to support presentations.

OTHER DESIGN EXPERIENCE

SFU — Visual Analytics Designer

Jan 2022 - May 2022

- Learned techniques to design and implement visualization workspaces for complex information and problems.

- Created and coded a Spotify data dashboard using javascript and D3 on Observable. 

SFU — Design Evaluator

Sep 2021 - Dec 2021

- Studied controlled experiments, contextual inquiry, field studies, remote studies, and analytically-based evaluations.

- Worked with the Vancouver Aquariums to conduct a design evaluation on their website using techniques such as heuristic reviews, observational study, and interviews.

SFU — UI Designer

May 2021 - Aug 2021

- Built a design system and guide with a team of 3 for an e-commerce website.

- Coded and led the visual design direction of our website. 

LANGUAGES

English, Mandarin, Cantonese

ACHIEVEMENTS

VXP Protothon - Researcher & UI Designer

Feb 2021- 1st place

SAP iXp Hackathon - Designer & Ideator

Apr 2020 - 1st place