SOPHIA WANG

Product designer that leverages their business and interactive arts background to reduce the gap between user problems and business solutions.

PORTFOLIO

https://soph03.github.io/portfolio_website/index.html ⬀

CONTACT

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EDUCATION

Simon Fraser University (SFU)

Sep 2017 - Jan 2023

Bachelor of Business Administration
- Marketing
Interactive Arts and Technology
- UX/UI

SKILLS

Design

Design Thinking
Interaction Design
Interface Design
Design Evaluation
Mobile/Web Design
Accessible Design
Prototyping
Visual Analytics
Wireframing
Interviews
Usability Testing
Heuristics Evaluation
Data Analysis
Affinity Diagramming

Software

Figma
Adobe CC
(Ps,Ae,PR,Ld,Lr)
Miro/Mural
Observable
Arduino
Grasshopper
OnShape
Rhino

Programming

CSS
HTML
JavaScript
Processing
Python

Soft Skills

Communication
Presentation
Flexible
Collaboration

LANGUAGES

English, Mandarin, Cantonese

WORK EXPERIENCE

Avanade — UX Designer

May 2022 - Present

- 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 inconsist 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.

ACHIEVEMENTS

VXP Protothon - Researcher and Interface Designer

Feb 2021- 1st place

SAP iXp Hackathon - Designer and Ideator

Apr 2020 - 1st place