

SOPHIA WANG

Motivated, driven, and curious aspiring experience/product designer, passionate about problem-solving, creating an impact, and solutions to bridge gaps

EDUCATION

Simon Fraser University (SFU)

Sep 2017 - present

Bachelor of Business Administration

- Marketing

Interactive Arts and Technology

- UX/UI

SKILLS

Software

Figma

XD

Photoshop

Illustrator

Indesign

Premiere Pro

AfterEffect

OnShape

Programming

Python

Processing

HTML

CSS

Business

Marketing

Business Strategy

Client Research

Web Analytics

Design

Interface Design

User Research

Visual Design

Interaction Design

Wireframing

Prototyping

Others

Communication

Leadership

Organization

Flexibility

LANGUAGES

English, Mandarin, Cantonese

INTERESTS

Cooking/Baking, Camping,

Snowboarding, Piano & Guitar

CONTACT

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DESIGN EXPERIENCE

SFU — Web/Mobile Designer and Developer

Jan 2021 - Current

- Designed and built an e-commerce website by analyzing user needs and goals to guide our design decisions

- Process includes research, sketches, style guides, wireframes, prototypes, and HTML/CSS codes

SFU — Interaction Designer

Jan 2021 - Current

- Explored different design methods to help solve problems for VSCIA including ethnography, affinity mapping, personas, design games, role-playing, scenarios, participatory workshops, and prototyping.

SAP — Supplier Solutions Marketing Specialist

Sep 2019 - Apr 2020

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

- Filmed and edited 5 SAP Ariba Launchpad videos from production to launch

- Created 15 digital and print graphic assets such as infographics, used for external workshops to support presentations

- Analyzed customer survey data by preparing a report on recommendations

SFU Enactus Bright Ideas — Visual Media Manager

May 2018 - May 2019

- Created social posts, interactive posts, cover photos, sponsorship packages, slide decks, one-pagers through the 12 months with Bright Ideas

- Collaborated with a cross-functional team in organizing an 8-week program with 62 high school students

ACHIEVEMENTS

SMA Brandstorm Competition - Lead Designer

Nov 2020

- Redesigned website and proposed new brand strategy a sustainability EV battery company and placed 3rd

SAP iXp Hackathon - Designer and Ideator

Apr 2020

- Created a natural language chatbot to help onboard new remote interns and won 1st place