

SOPHIA WANG

Motivated and curious aspiring product designer, passionate about creating feasible user experience designs and emphasis on problem identification through extensive research.

PORTFOLIO

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

CONTACT

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EDUCATION

Simon Fraser University (SFU)

Sep 2017 - present

Bachelor of Business Administration

- Marketing

Interactive Arts and Technology

- UX/UI

SKILLS

Design

Interface Design

User Research

Interaction Design

Mobile/Web Design

Wireframing

Prototyping

Design Evaluation

Programming

Python

Processing

HTML

CSS

JavaScript

Business

Marketing

Business Strategy

Client Research

Web Analytics

Global Marketing

Software

Figma

Miro

XD

Photoshop

Illustrator

Indesign

Premiere Pro

AfterEffect

OnShape

Rhino

Others

Communication

Leadership

Organization

Flexibility

LANGUAGES

English, Mandarin, Cantonese

DESIGN EXPERIENCE

SFU — Design Evaluator

Sep 2021 - Dec 2021

- Examined approaches include 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 — Interface Designer

May 2021 - Aug 2021

- Learned conventions and standards of interface design.

- Examined issues of interactivity in current applications and its relation to human contexts and technological systems.

- Designed a mobile application solution for seniors with an emphasis on accessibility

SFU — Web Designer and Developer

Jan 2021 - May 2021

- Created and coded a fully responsive e-commerce website using accessible HTML, CSS and Javascript.

- Built a style guide/pattern library to maintain consistency in conventions and patterns

VSCIA — Interaction Designer

Jan 2021 - May 2021

- Explored different design methods including affinity mapping, personas, scenarios, participatory workshops, and prototyping

- Conducted 8 interviews, 2 surveys, and 2 workshops

- Created a feasible digital design that served the needs of organizers and artists

ACHIEVEMENTS

VXP Protothon - Researcher and Interface Designer

Feb 2021

- Created and designed a digital space that stimulates real-life networking events and won 1st place

SAP iXp Hackathon - Designer and Ideator

Apr 2020

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