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

Software
Figma
Miro
XD
Photoshop
Illustrator
Indesign
Premiere Pro
AfterEffect
OnShape

Design
Interface Design
User Research
Visual Design
Interation Design
Wireframing
Prototyping

Programming
Python
Processing
HTML
CSS
JavaScript

Business
Marketing
Business Strategy
Client Research
Web Analytics

Others
Communication
Leadership
Organization
Flexibility

LANGUAGES

English, Mandarin, Cantonese

INTERESTS

Cooking/Baking, Camping, Snowboarding, Piano & Guitar

DESIGN EXPERIENCE

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

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 such as infographics, used for external workshops to support presentations
- Analyzed customer survey data by preparing a report on recommendations

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