

SOPHIA WANG

WORK EXPERIENCE

Product Designer — Notetracks

April 2023 - Present

- Collaborating closely with engineer and founder to create new tools and features for an audio software.
- Improving marketing assets across the website.

User Experience Designer — Avanade by Accenture

May 2022 - Aug 2022

- Built an internal resource platform for 50+ Canadian consultants to elevate their design maturity, collaborating with designers and project manager.
- Directed 3 rounds of user interviews and design workshops to understand client goals and problems.

User Experience Designer — Electronic Arts

Jan 2022 - Apr 2022

- Created 3 new game states from end-to-end while leveraging existing design system and industry design patterns.
- Improved inconsistent game tile designs and content for the Beta EA app with project manager and researcher.

Supplier Solutions Marketing Specialist — SAP

Sep 2019 - Apr 2020

- Developed and executed 3 campaigns with Marketing Managers for SAP Ariba Supplier Solutions and SAP Ariba Network.
- Led and created 15 digital and print graphic assets for internal and external workshops to support presentations.

OTHER DESIGN EXPERIENCE

Visual Analytics Designer — SFU

Jan 2022 - May 2022

- Created and coded a Spotify data dashboard using javascript and D3 on Observable. [🔗](#)

Design Evaluator — Vancouver Aquarium

Sep 2021 - Dec 2021

- Evaluated the user experience on ticket purchasing and transportation directory from the website.
- Conducted heuristic reviews, observational study, and semi-structured interviews with 20 participants.

User Interface Designer — SFU

May 2021 - Aug 2021

- Coded and led the visual design direction of our e-commerce website. [🔗](#)
- Built a design system and guide with my team.

CONTACT

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EDUCATION

Simon Fraser University (SFU)

Sep 2017 - April 2023

Business Administration and Interactive Arts & Technology Joint Major
- Concentration in Design & Marketing

Vienna University of Economics and Business (WU)

Sep 2022 - Jan 2023

Completed Marketing concentration.

SKILLS

Design

Interface Design	Wireframing
Interaction Design	User Research
Design Evaluation	Usability Testing
Design Thinking	Design Systems
Inclusive Design	A/B Testing
Prototyping	Project Management

Tools and Languages

Figma	HTML
Adobe CC	CSS
Sketch	Javascript
Miro/Mural	Python
Observable	Processing
OnShape	C++
Rhino	

ACHIEVEMENTS

Protothon - University of Washington

Feb 2021- 1st place

Brandstorm - SFU Marketing

Nov 2020 - 3rd place

iXp Hackathon - SAP

Apr 2020 - 1st place