SOPHIA WANG

WORK EXPERIENCE

Notetracks — Product Designer
April 2023 - Present

- Developed end to end experiences by working closely with the Founder and developer to understand user needs.
- Continuously iterating and implemented generative AI design features to increase efficiency for users.

Avanade by Accenture — User Experience Designer
May 2022 -Aug 2022

- Built an internal resource platform for 50+ Canadian consultants to elevate their design maturity.
- Directed user interviews, design workshops, and user testing with a designer and project manager to understand client goals and problems.

Electronic Arts — User Experience Designer
Jan 2022 - Apr 2022

- Created and shipped 3 game states from end-to-end by leveraging existing design systems and user research.
- Standardized new design guidelines with the project manager and researcher to improve inconsistent design patterns.

SAP — Supplier Solutions Marketing Specialist
Sep 2019 - Apr 2020

- Developed 3 campaigns by understanding user perspective to overcome supplier solution challenges.
- Designed monthly infographics to inform business teams on KPIs by condensing data and prioritizing significant changes.

OTHER DESIGN EXPERIENCE

Vancouver Aquarium — Product Designer
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.

SFU — User Interface Designer
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
- Design & Marketing concentration.

Vienna University of Economics and Business (WU)
Sep 2022 - Jan 2023

- Completed Marketing courses.

SKILLS

Design

Product Design	Prototyping
Interaction Design	Wireframing
UI Design	User Research
Design Evaluation	Usability Testing
Design Thinking	Design Systems
Inclusive Design	A/B Testing

Languages

HTML, CSS, Javascript, Python, Processing, C++

Tools

Figma, Adobe CC, Sketch, Miro, JIRA

ACHIEVEMENTS

Protothon - University of Washington
Feb 2021- 1st place

Brandstorm - SFU Marketing
Nov 2020 - 3rd place

iXp Hackathon - SAP
Apr 2020 - 1st place