

# SOPHIE

## UX DESIGNER IN ATL

### PERSONAL SUMMARY

I am a highly empathetic UX designer fueled by my passion for creating authentic, meaningful, and inclusive experiences. My background in marketing and communications assists me in designing delightful solutions for stakeholders and end-users.

### PROJECTS

#### PORTFOLIO WEBSITE

*CareerFoundry - September 2021 - November 2021*

- Built and designed UX Design portfolio from scratch to showcase 4 of my student UX/UI projects
- Conduct accessibility and cross-browser testing for various viewports

#### HERITAGE, RESPONSIVE REAL ESTATE WEBSITE

*CareerFoundry - May 2021 to September 2021*

- Applied a mobile-first approach to design 20+ scenes of a responsive real estate website
- Developed a cohesive brand identity, including logo, illustrations, and a brand guideline

#### OLIVE, HEALTH & WELLNESS APP

*CareerFoundry - December 2020 to May 2021*

- Carried out user research analysis, ideation, wireframing, and creation of artifacts such as personas, user flows, and site maps.
- Designed 75+ high-fidelity screens and a comprehensive style guide based on testing feedback

### EXPERIENCE

#### DESIGNER & MARKETING CONSULTANT

*Freelance, Atlanta, GA - May 2017 to Present*

- Determined the overall Go-to-Market Strategy for 2 businesses based on market analysis
- Created graphics for marketing campaigns both for print and web for 5+ local businesses

#### STRATEGY RESEARCH CONSULTANT (CONTRACT)

*SHM, London, UK - July 2020 to September 2020*

- Developed numerous industry reports helping Managing Directors develop COVID-19 strategy
- Strengthened the reimagined leadership development programming for clients' top senior leadership

### EDUCATION

#### CERTIFICATE IN UX DESIGN

*Specializations in UI & Frontend Development*

*CareerFoundry*

*Berlin, DE | 2020 - 2021*

#### BACHELORS OF SCIENCE IN BUSINESS ADMINISTRATION

*Specialization in Marketing*

*American University*

*Washington, DC | 2013 - 2017*

### KEY SKILLS

- Branding & Logo Design
- Project Management
- Usability Testing
- User Research
- Visual Communication
- Wireframing & Prototyping

### PLATFORMS & TOOLS

- Adobe XD
- Balsamiq
- Canva
- Figma
- InVision
- Marvel
- Sketch
- Squarespace
- Wix
- Wordpress

### FRONTEND

HTML5, CSS3

### CONTACT

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# SOPHIE CHEN

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## PROFILE

I am a highly empathetic UX designer fueled by my passion for creating authentic, meaningful, and inclusive experiences. My background in marketing and communications assists me in designing delightful solutions for stakeholders and end-users.

## PROJECTS

**Portfolio Website** - CareerFoundry - *September 2021 - November 2021*

- Built and designed UX Design portfolio from scratch to showcase 4 of my student UX/UI projects
- Conduct accessibility and cross-browser testing for various viewport sizes

**Heritage, Responsive Real Estate Website** - CareerFoundry - *May 2021 to September 2021*

- Applied a mobile-first approach to design 20+ scenes of a responsive real estate website
- Developed a cohesive brand identity, including logo, illustrations, and a brand guideline

**Olive, Health & Wellness App** - CareerFoundry - *December 2020 to May 2021*

- Carried out user research analysis, ideation, wireframing, and creation of artifacts such as personas, user flows, and site maps.
- Designed 75+ high-fidelity screens and a comprehensive style guide based on testing feedback

## EXPERIENCE

**Designer & Marketing Consultant** - *Freelance, Atlanta, GA - May 2017 to Present*

- Determined the overall Go-to-Market Strategy for 2 businesses based on market analysis
- Created graphics for marketing campaigns both for print and web for 5+ local businesses

**Strategy Research Consultant (Contract)** - SHM, London, UK - *July 2020 to September 2020*

- Developed numerous industry reports helping Managing Directors develop COVID-19 strategy
- Strengthened the reimagined leadership development programming for clients' top senior leadership

**Editorial and Marketing Intern** - 1776 VC, Washington, D.C. - *August 2016 to May 2017*

- Wrote and managed content for 400+ start-ups in the 1776 network, showcasing them on the VC's site
- Liaised with Managing Directors from 3 departments on the campaign strategy to target key players at SXSW who would be interested in 1776

## EDUCATION

**CareerFoundry - Certificate in UX Design** - *2020 to 2021*

Specializations: UI and Frontend Development

**American University, Kogod School of Business** - BSc in Business Administration - *2013 to 2017*

Specialization: Marketing

## KEY SKILLS

**Platforms and Software:** Adobe XD, Balsamiq, Canva, Figma, InVision, Sketch, Squarespace, Wix, Wordpress

**Digital Analytics:** Google, Facebook, Twitter, Instagram

**Frontend:** HTML5, CSS3