

# Stephanie Tsou

User Experience Designer | San Jose, CA

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## ABOUT

UX designer with a background in Psychology. I thrive in collaborative environments requiring quick thinking & problem solving. I have a profound understanding of the customer journey, which drives my passion to design with **empathy & awareness**. What looks good should make you feel good, and what makes you feel good drives greater customer retention and loyalty.

## UX/UI PROJECTS

### PuppyLove | 2 Week Mobile App Design

Aimed to identify & solve a need in humans' everyday lives. PuppyLove helps dog owners find nearby compatible playmates for their pet, thereby improving overall behavior, health, and quality of life for both pet & owner.

- **Skills:** User Research (user interviews & surveys) & Analysis, Persona Creation, Competitor Analysis, Wireframing, Prototyping, Usability Testing
- **Tools:** Figma, InVision, Whimsical, Trello, Google Suite

### Cal Student Philanthropy | 2 Week Website Redesign

Partnered with Cal Student Philanthropy (UC Berkeley non-profit) for website redesign focused on creating a more impactful brand identity and restructuring information architecture to promote a memorable, engaging user experience.

- **Skills:** User Research & Analysis, Persona Creation, Insight Synthesis, Heuristic Evaluation, Competitor Analysis, Wireframing, Prototyping, Usability Testing
- **Tools:** Figma, Miro, Trello, Google Suite, Optimal Workshop

## EXPERIENCE

### UX/UI Research & Design | UC Berkeley Extension | May 2021 - Present

Developing & executing skills as a UX/UI Researcher & Designer. Collaborating with colleagues on mobile & desktop projects to create user interface prototypes that can be tested & iterated upon. Utilizing critical thinking, collaborative communication, and empathetic judgement to design products that invoke a delightful user experience.

### Inside Sales Agent | Cover | August 2020 - August 2021

Worked as a sales advisor & educated customers on insurance needs and provided the level of coverage they required and wanted. Interacted with daily leads through Salesforce and Twilio Flex. Built & maintained customer relations, developing a thorough understanding of the customer journey.

## EDUCATION

### UX/UI Design Bootcamp | Nov 2021

*University of California, Berkeley (Extension)*

6 month intensive bootcamp dedicated to learning UX/UI design methodology, user-centric design research, and visual prototyping & wireframing

### BA in Psychology | May 2019

*University of California, Berkeley*

Graduated with a BA in Psychology & Minor in Education

## SKILLS

### Design

Affinity Diagramming  
Interviewing  
Insight Analysis & Synthesis  
Persona Creation  
Competitor Analysis  
Storyboarding  
Wireframing  
Prototyping  
Usability Testing  
Heuristic Evaluation  
Typography  
Color Theory

### Tools

Figma  
Sketch  
Adobe XD  
InVision  
Miro  
Google Suite  
Trello  
Visual Studio Code  
Agile Scrum Process

### Coding

HTML5  
CSS3  
JavaScript

## EXPERIENCE (cont.)

### **Behavioral Technician** | *Positive Pathways* | June 2019 - March 2020

Worked as a behavioral technician for Positive Pathways, LLC, an institution that provides uniquely tailored one-on-one Applied Behavior Analysis (ABA) services (in-home and in school settings) to children with developmental disabilities and on the autism spectrum.

- Built strong relationships with clients & their families and established trust to provide effective services
- Utilized bilingual communication skills in order to smoothly run sessions with Mandarin-speaking clients and families

### **Illustrator** | *Afi Health* | May 2018 - August 2018

Worked as an illustrator for Afi Health (formerly Pedi-Ed), a foundation who seeks to provide accessible, informative pediatric-patient education through short, engaging animated videos. Used Autodesk Sketchbook to create illustrations for content such as diabetes, leukemia, and organ transplantation, among other subjects, with the aim of making the illustrations engaging and understandable for a wide range of medical literacy levels.