

SOPHIE KWOK

PRODUCT + UX DESIGN + RESEARCH

CONTACT ME

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PORTFOLIO

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Please contact for password

HARD SKILLS

User Research
Interaction Design
UI / Visual Design
Journey Mapping
User-flows
Wireframing
Prototyping
Responsive Design
Graphic Design
Accessibility
Usability Testing
Material Design
Design Systems
Design Research
Rapid Prototyping
Rapid Ideation
SAAS Experience
Google Analytics

SOFT SKILLS

Cross-functional Collaboration
Facilitating Workshops
Ideation
Effective Communication
Presenting
Strategy
Planning and prioritization
Mentorship and leadership

ABOUT ME

I'm a passionate product designer with a positive growth mindset, committed to solving customer problems through empathy and data driven designs. I have a proven track record of developing intuitive and user-friendly product experiences that align with business objectives in highly regulated industries. Dell saw a 10% increase in their checkout rates following the successful implementation of new designs I supported. Over the last eight years, I have excelled both start up and enterprise environments. My strengths include problem definition, collaborative creation, and rigorous testing for measurable results.

EXPERIENCE

FREELANCE // June 2020 - Present

Lead Product Designer + Researcher

- Provided optimized comprehensive design solutions encompassing user centered strategy, user-centered product design, intuitive user flows, branding, rapid prototyping, and associated tasks to support client objectives.
- Clients I've Supported include: Abe's Studios (E-Commerce), Holistic Money (Whitney Morrison), The Curl Whisperer (April Kayganich), and Steadfast Media.

DELL TECHNOLOGIES // February 2021 - February 2023

Senior Product Designer

- The new designs achieved a 10% increase in checkout rate following the successful implementation of the new purchase and checkout experience on Dell.com.
- Worked with product leadership on the global modernization efforts for Dell.com's enterprise checkout and cart processes across diverse international market segments.
- I crafted meticulous wire frames, user stories, rapid prototypes, and conducted comprehensive user research for Dell's enterprise e-commerce cart and check out experience.
- Collaborated seamlessly with cross-functional teams, including engineers, product management professionals, key stakeholders, and content writers, to drive innovative solutions and enhance user experiences.

VISA // June 2019 - June 2020 (Continued on next page)

Senior UX Designer

- Created wire frames, flows, user stories, and rapid prototypes based on user research and data.

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TOOLS

Figma
Sketch
Adobe XD
LucidChart, Miro
Adobe CS
Mirosoft365

EDUCATION

AUSTIN CENTER FOR DESIGN

08/15 - 05/16
Interaction Design &
Social Entrepreneurship

ARIZONA STATE UNIVERSITY

08/10 - 05/14
B.S. in Interior Design &
Minor in Sustainability
Honors

VISA // *June 2019 - June 2020*

- Collaborated with engineers, product management, and researchers to create user-centered international multi-million-dollar data products, including:
 - Merchant screening service assists thousands of acquirers in the due diligence screening process with listing and searching merchants globally. Clients included Wells Fargo, Chase, HSBC, and World Pay.
 - Contributed to multiple SAAS products within the Data Visualization Team offering insights on customer's spending habits, where they stand against their competition, and opportunities for growth within the travel and retail industry. Customers included Taco Bell, Outdoor Voices, and Khols.

LOVE INTENTLY // *June 2016 - May 2019*

Founder + Lead Product Designer

- Founded and led Love Intently through design research, ideation, rapid prototyping, product creation, product launch, user experience design, contextual inquiry, usability testing, branding, business development, web design, marketing, and social media strategy. Initial design research and ideation were developed at Austin Center for Design.
 - Led a team of three to build and launch Mobile IOS/Android Application.
 - Created a Web Application + SMS Beta with collectively 1k+ users.
 - Built Instagram Community to 50k+.
 - Launched + Created top 30 global relationship podcast with 55k+ listens.
 - Nominated as Top 100 Startups for Startup of the Year (Tech Co.)
 - Accepted to multiple accelerator programs including DivInc.

BAZAARVOICE // *January 2016 - March 2016*

Visual Design Intern

- Assisted Bazaarvoice sales team with creating comprehensive mock-ups integrating the Bazaarvoice product into small business to Fortune 500 brand's mobile and web platforms within the US and UK.

GENSLER // *August 2014 - August 2015*

Jr. Interior Designer

- Collaborated with design leadership and clients to create premium hospitality and work place experiences globally. Created construction documents, selected finishes, wrote specifications, created presentations, renderings, and coordinated with vendors.