

JASMINE CHOW

UX/UI DESIGNER

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📍 BREYA, CALIFORNIA

ABOUT ME

I'm an innovative and user-centric UX/UI Designer with over 4+ years of experience in product design and shipping user-centric digital products. I'm skilled in turning complex problems into simple solutions, leveraging data and user insights to inform design decisions. Having experience in UX and UI design, I designed intuitive interfaces for mobile and web application and services and collaborated effectively with cross-functional teams to deliver data-informed and user centric designs that support business and customer needs. In addition, I have deep understanding of the entire product lifecycle, from design sprints and UX research to execution, launch, and iterative improvements based on metrics. I'm committed to maintaining high-quality standards for digital products and passionate in creating impactful and seamless experiences for people and communities. With a strong passion in design and technology, I hope to share my experience and skills to help shape products that solve real problems and deliver delightful experiences.

WORK EXPERIENCE

UX DESIGNER | JUN 2022 - JAN 2024

ZUHLKE, LONDON, UNITED KINGDOM

Business, engineering, and UX consulting company that also provides IT/data services

- Owned end-to-end product design for key consumer-facing features, contributing to long-term product strategy and vision
- Collaborated cross-functionally with product managers, engineers, and stakeholders to build and ship high-quality designs
- Influenced product development processes, enhancing team culture and design practices
- Crafted visually compelling and user-friendly interfaces, improving user satisfaction and engagement
- Utilized data, research, and customer insights to guide design decisions and improve product functionality
- Developed and maintained a design system, ensuring consistency across all consumer touchpoints
- Addressed the user feedback presented by the representative manager to improve the information architecture of the client's products and services; user retention rate increased from 15% to 30%
- Conducted user survey to validate user's need for the download feature; 83% people surveyed would download in PDF file and 17% people would not download files or in other file formats. This enabled me to remove unnecessary functionality to enhance better user experience
- Developed mock-ups and clickable prototypes with varying levels of fidelity and functionality for rapid iterations
- Implemented accessibility best practices for digital products and services; contributed to the increase in user retention rate from 15% to 30%

Projects:

- Smart mobile banking..... LGT
- Alzheimer's app..... Gates Ventures
- User insurance journeys..... The AA
- Health app..... Alvie health

Clients:

- Smart mobile banking..... LGT
- Alzheimer's app..... Gates Ventures
- User insurance journeys..... The AA
- Health app..... Alvie health

UX DESIGNER | JUL 2021 - JUN 2022

XPLORA, LONDON, UNITED KINGDOM

A Nordic company that focuses on a smartwatch which acts as a child's first phone and designs smart devices to connect family members

- Led design projects from concept to completion, ensuring user needs were at the forefront of design decisions
- Worked closely with product management and engineering teams to iterate on digital products
- Conducted user research and usability testing to gather insights and inform design decisions
- Created wireframes, prototypes, and high-fidelity mockups for mobile and web applications
- Collaborated with developers to ensure design feasibility and adherence to user experience principles
- Presented design concepts to stakeholders, effectively communicating design rationale and user needs
- Analyzed user data and user interactions using Google Analytics and Hotjar; added pop-ups on the campaign page and Goplay homepage increased 10% user join rate
- Gathered and evaluated user requirements in collaboration with the engineering project managers, marketing team, and data analysts; target of planting 10 million virtual trees for the campaign was met
- Illustrated design ideas using storyboards, user flows, and sitemaps using Miro; introduced interactive map and click-to-collect mechanism for the campaign which increased user subscription rate by 65% (from 5,200 to 7,933 subscribers)
- Managed user flow process and experience for mobile app from concept to creation; 8,646 average daily steps for campaign users was 16% more than non-campaign users in 2021
- Ensured all products were designed to be accessible and usable for all users, reflecting a commitment to inclusive design

UX/UI DESIGNER | OCT 2020 - JUN 2021

DIGITAL INFLUX, LONDON, UNITED KINGDOM

Start-up company that focuses on virtual courses that teach UX Design to children ages 9-12

- Led end-to-end UX design process eg. conducted user interviews of teachers, analyzed competing virtual course providers, and created prototypes
- Coordinated a card sorting activity with UXtweek with users to enhance the information architecture for the website; results validated confusing IA which needed to be restructured
- Developed user flows and task analysis with Figma to design the teacher dashboard
- Iterated wireframes and created mock-ups for lessons and teacher dashboard; turned web screens into mobile screens
- Facilitated user testing sessions to gain feedback for improvements on course content and teacher dashboard using UserTesting; teachers were able to complete given task within 5 minutes
- Collaborated with engineers, games designers, content and research teams
- Oversaw and redesigned company website, ensuring fonts, buttons, and icons are consistent and company values were clearly presented to customers

TEACHER | JUN 2019 - AUG 2019

IRVINE ARTS AND MUSIC CENTER, IRVINE, CA

- Taught students mathematics and languages arts
- Tailored teaching strategy to meet the needs of varied students grades k-6th
- Worked with teachers to modify lesson plans

HUMAN RESOURCES & SALES REP | JUL 2017 - DEC 2018

EVA AIRWAYS, EL SEGUNDO, CA

- Developed and maintained business relationships with current and prospective agencies in assigned territory
- Compared market information with other airlines to plan sales strategy
- Designed t-shirts for the sales team for company events, produced logos and posters for safety week 2017-18
- Managed daily HR functions, supporting a staff of 300 across North America
- Served as a link between management and employees among the outstations
- Administered benefits, booked travel and handled communication with international parent company
- Translated instructional protocol from the Taiwan headquarters from Chinese to English

MARKETING SPECIALIST | DEC 2016 - APR 2017

BEACON WINE COMPANY, TAIPEI, TAIWAN

- Maintained relationships with exporters and clients
- Reorganized website user interface to contemporary standards; established and maintained social media presence
- Updated photos and descriptions of various wines on the company website using Adobe Dreamweaver

MANAGER | JUL 2015 - JUN 2016

UCI STUDENT HOUSING, IRVINE, CA

- Supervised 20 attendants and ensured efficient operation of the housing office and student center
- Interviewed prospective attendants, trained and evaluated selected attendants
- Managed and led bi-weekly meetings and kept attendants updated through meeting agendas
- Resolved any conflicts or questions students have regarding housing and between co-workers
- Organized events to ensure a fun and welcoming environment such as beach bonfire outing
- Planned end of the year banquet for the attendant team

EDUCATION

MASTER OF SCIENCE | SEPT 2020

KINGSTON UNIVERSITY LONDON, UNITED KINGDOM

- MSc in User Experience (UX) Design

► Focused on research, analysis, design, prototyping and evaluation of multimedia, multi-modal, and multiple platform user interfaces that are easy to use and support a great user experience

► Considered user experience in relation to cutting-edge technologies (big screens, tablets, smart phones, emerging technologies, and multi-modal games console, i.e. Unity), and current industry trends (big data, multi-channel services, digital lifestyles)

Courses:

UX Design (Content)
UX Design (Systems)
Digital Media Studio Practice
Media Specialist Practice

DOUBLE MAJOR BACHELOR OF ARTS | JUN 2016

UNIVERSITY OF CALIFORNIA, IRVINE, CA

- B.A. in Psychology and Social Behavior
- B.A. in Education Sciences

HONORS & DISTINCTIONS

2023 HACKATHON WINNER | JUN 2023

ZUHLKE ANNUAL HACKATHON CAMP, LONDON, U.K.

- Produced an AI-powered knowledge management tool with a team of 12 people in two days. The tool helps bid managers efficiently locate scattered information within the company intranet
- Collaborated with a team of 12 people consisted of engineers, data scientists, ux designers, project managers, business analysts, and QAs

UX SUPER MENTOR: TOP 1% UX MENTOR IN OCTOBER | OCT 2022

ADPLIST

- Led 1:1 meetings and gave guidance, support, and insights into UX Design
- Advised mentees internationally and provided feedback on resumes and portfolios
- Contributed in over 30 sessions of mentoring

SHINING STAR AWARD (STUDENT STAFF OF THE MONTH) | JAN 2016

UCI STUDENT HOUSING, IRVINE, CA

- The award seeks to recognize individuals who go above and beyond to embody and represent our Housing Values (Value: teamwork)

S.T.A.R. AWARD (ATTENDANT OF THE WEEK) | NOV 2014

UCI STUDENT HOUSING, IRVINE, CA

- A S.T.A.R. Award is awarded to an attendant who has done exceptionally well the past week and went above and beyond

DEAN'S HONOR'S LIST | MAR 2014 - MAR 2016

UNIVERSITY OF CALIFORNIA, IRVINE

- Awarded to students who accomplish a quarterly GPA of 3.5 or better in a minimum of 12 units

CODING & DESIGN COURSES

INTRO TO WEB PROGRAMMING | JUN 2019 - AUG 2019

UCI DIVISION OF CONTINUING EDUCATION, IRVINE CA

- Produced a website using HTML, CSS, and JavaScript
- Learned basic programming concepts, such as data storage and data in/out
- Collaborated with other students to formulate a complex website with slider and basic animations

GRAPHIC DESIGN MASTERCLASS | APR 2020

UDEMY, ONLINE

- Deep understanding of typography, color theory, layouts, blocking and other design theory and skills
- Designed event flyer with a strong understanding of type hierarchy, balance, and overall design layout
- Comprehended typefaces and how to pair fonts

SKILLS

Design: product design, visual design, user experience (UX) design, user interface (UI) design, design system, prototyping, wireframing, user research, usability testing, WCAG accessibility standards

Other softwares: Figma, FigJam, Jira, Miro, Marvel, WordPress, InVision, Hotjar, UXtweek, UserTesting, Google Analytics

Adobe creative suite: Xd, Photoshop, Illustrator, InDesign, and Dreamweaver

Programming languages: UI scripting, HTML, CSS, JavaScript (basic knowledge of web design process)

Soft skills: communication, teamwork, adaptability, interpersonal skills, and problem-solving

Languages: English: native
Mandarin (Chinese): native

WEBSITES & SOCIAL LINKS



LinkedIn:
<http://www.linkedin.com/in/jasminec5>



My Website:
<https://www.jasminec5.com>