

# ALICE CHOU

*senior product designer*

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*skills & tools*

## **design**

Figma  
Sketch  
InVision  
Abstract  
Principle  
Flinto  
Keynote  
HTML / CSS

## **language**

English (Native)  
Mandarin (Conversational)

*education*

**Ironhack** | 2018  
UX/UI Bootcamp

**Harvard Business School Online** | 2017  
Certificate, CORE business principles  
Business Analytics, Economics, Accounting

**Carnegie Mellon University** | C/O 2010  
B.S. Decision Science  
Philosophy Minor, Logic & Computation

*professional experience*

**Walmart** | **Sr. Product Designer, Health Programs** | Apr 2023 - Current  
Leading design and vision for new health and wellness initiatives alongside product and engineering counterparts, while working with other designers on complementary goals and execution across product teams

- Meta** | **Product Designer, Facebook Messaging** | Apr 2022 - Jan 2023
- Optimized the encrypted messaging experience for Facebook app users, increasing encrypted backup authentication rate from <20% to >75%
  - Adapted existing visual and UX patterns to platform-specific patterns to ensure a consistent experience; flagged instances where patterns broke down, suggested improvements, and socialized new patterns to the team

**Microsoft** | **Product Designer II, Teams** | Jun 2021 - Feb 2022  
Designed new cross-platform workflow apps for front-line workers while considering holistic experience, potential states, and product overlaps

**Lowe's** | **Product Designer, Retail** | Apr 2020 - May 2021  
Produced new features, patterns, and styles for desktop and kiosks used by sales floor associates, the company's largest revenue stream

**Royal Caribbean** | **Product Designer, Commerce** | Feb 2019 - Mar 2020  
Owned end-to-end design for multiple guest- and crew-facing products, including the complete redesign of the online shopping cart experience that launched on 12 ships and led to a 500% increase in revenue

**Oracle** | **Implementation Project Manager** | Aug 2015 - Jan 2018  
Improved project workflow efficiency by identifying gaps and creating standardized procedures, templates, reports, and a department-wide wiki

**ChinaNetCloud** | **Project Manager** | Nov 2013 - Nov 2014  
Designed and implemented a web tool allowing PMs to auto-generate reports and deliver them to 40% more clients at 10X the rate

**Yelp** | **Business Insights Analyst** | Jul 2012 - Dec 2012  
Owned analytics for the mobile app team; measured the impact of A/B tests on user behavior to influence new features or changes for the app

**Mixbook** | **Lead Data Analyst** | Nov 2010 - Jun 2012  
Defined KPIs and presented data-driven solutions to C-level executives