

Doris Sou

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Technical & Design Skill

Mac & PC operating system

Adobe CC Professional
Sketch
Invision
Balsamiq
OmniGraffle
Zeplin
Flinto
iRise
Keynote
Google SketchUp
Microsoft Office

Create Prototype
HTML / CSS
Wireframe

Design / Marketing Skills

Creating Style Guide
Innovative New Concept
UX/UI Design
Interactive Design
Handcraft Drawing
Logo Design
Marketing Campaign Materials
Product Promotion
Project Solution
User Research/Test

Languages

Fluent in Chinese – Cantonese and Mandarin, both in reading and writing.

Volunteer

San Francisco Sunset Church
– Fellowship Leader.

Education

Macau Inter-University
Institute - Licentiate in Design
- BFA

California College of The Arts -
Enhance study

San Francisco State University
- In progress of MA - Work
cited in IDSA - <http://idsa-sf.org/inca.htm>

San Francisco State University
Mobile UX/UI Design Intensive
Certificate

10+ years of hands-on work experience in UI/UX Design, Visual/Graphic Design, rapid prototyping and development for rich websites/Apps on desktop/mobile devices focus on user centered design principles basing design decisions on user needs and business goals.

Experience

Early Warning - Zelle App - Financial Tech
Senior UX/UI Designer

Aug 2018 - Now

- Design user interfaces for P2P products, tools, and demonstrations, as well as for internal tools.
- Ensure the user interfaces are intuitive for the end users of the particular platforms include web, mobile web, Android and iOS mobile apps, and Windows and Mac applications.
- Create style guide needed to support the UI designs.
- Build mockups of design ideas and coordinate UI reviews within the company to ensure all interface requirements are met.
- Run A/B tests and report on the performance insights.
- Design and Develop UI animations.
- Evangelize UX throughout the company via education and workshops.
- Conduct usability testing to determine effectiveness of existing products and suggest ongoing improvements.
- Continually improve products innovative and competitive.
- Proactively research and communicate solutions and new opportunities.
- Complies with all security policies and procedures to ensure that the highest level of system and data confidentiality, integrity and availability is maintained with different Financial Institutions.

Wells Fargo - Bank

Aug 2017 - June 2018

UX/Interaction Designer

- Collaborate and Design interaction experiences for New Account Application Flow in DXD / CX team.
- Created concept models, heuristic reviews, sitemaps, process flows, sketches, wireframes, prototypes, and detailed specifications for desktop and mobile/tablet platforms.
- Resolve UX and Visual Americans with Disabilities Act (ADA) components.
- Participate Product Strategy Planning & User Research.
- Providing effective prototypes for product user testing and analysis.

Walmart.com - e-commerce

Nov 2015 - July 2017

Lead UI/UX Designer

- Providing UX & IA design solutions for Walmart.com.
- Resolve UX and Visual Americans with Disabilities Act (ADA) components.
- Designing high-impact, user-centered with strong emotional appeal, sophisticated production values and intuitive navigation to maximize user engagement & cement powerful brand identities.
- Implemented whole interactions & flows, graphic interface for web application and account dashboard on mobile and desktop.
- Managing team of diverse personalities in deadline driven environments, leading cross-functional team collaboration to success business goals.
- Collaborated with UX director, Product Managers and development teams providing strategic directions to QA teams to develop and test the products being produced for Walmart.com.
- Lead Visual designer and UX designer in team to meet assigned deadline.
- Conduct A/B testing, track analytics with Mixpanel and Google Analytics to measure the impact of design changes and learn from our users to use on the next iteration.

Bills.com/Freedom Financial Network

Apr 2012 - Oct 2015

Senior UI/UX Designer

- Creating New Innovation UI strategy flow, wireframe, graphical user interface, icons, buttons and new style guide of Online Mortgage Loan Application : (*TheEasyLoanSite.com*) (*Mortgage.theeasyloansite.com*) (*FreedomPlus.com*)
- Redesign (Bills.com)(FreedomDebtRelief.com) with new style guide, concept strategy and all graphic production, including the whole UI/UX Analysis of interactive, screens mock up, account dashboard in multiple online platforms.
- Collaborated with technology and business teams to identify and refine requirements.
- Design Marketing Strategy of Flash ad/banners, infographics, email templates, and all the marketing materials.

Result: Deliver 30% growth in company benefit as a result of great performance.

Universal Electronics, Inc. - Multimedia Consumer Devices Aug 2007 - Mar 2012

Senior GUI Designer

- Innovating new UI strategy flow and graphical user interfaces, icons & buttons, graphic and UI / UX Analysis of interactive on multimedia electronic devices platforms, Desktop(PC setup), TV (Set Top Box) and mobiles (Android App) .
- Apply and design Flash demo. For such as: (DirecTV setup guide, Yahoo Widget, Cisco Widget, Remote Control online / PC setup, Remote Control setup interface on Smart phone / Tablets, etc.)
- *Product Design*: Consumer Remote Control Collaterals Responsible for designing graphical concepts and layouts for all the marketing collaterals of trade shows and all advertising needs.

Others

Personal workout training community – www.Helloworkout.com

K2Architects Architectural Firm – www.k2architects.com

BodyCoffee Skin treatment products – www.bodycoffee.com

Curran & Connors, inc. Graphic Design Firm – *Designed Biosource and Senomyx Annual Reports*

Alameda County Public Health Department Family Health Services Department – *IPOP Television Ad*