

# SOPHIA WANG

## WORK EXPERIENCE

### Notetracks — Product Designer (Part-time)

April 2023 - Present

- Creating and re-designing the user experience and interface across product application and website with designer, engineer, and founder.

### Avanade by Accenture — User Experience Designer

May 2022 - Aug 2022

- Collaborated with senior designers and project manager to design an internal resource platform for 50+ Canadian design consultants to elevate their design maturity.
- Conducted 3 rounds of user interviews and design workshops to understand client goals and problems.

### Electronic Arts — User Experience Designer

Jan 2022 - Apr 2022

- Improved inconsistent game tile designs and content for the Beta EA app with project manager and researcher.
- Leveraged existing design system and industry design patterns to create 3 new game states and system patterns for game tiles.

### SAP — Supplier Solutions Marketing Specialist

Sep 2019 - Apr 2020

- Developed and executed 3 campaigns with Marketing Managers for SAP Ariba Supplier Solutions and SAP Ariba Network.
- Led and created 15 digital and print graphic assets for internal and external workshops to support presentations.

## OTHER DESIGN EXPERIENCE

### Vancouver Aquarium — Design Evaluator

Sep 2021 - Dec 2021

- Worked with the Vancouver Aquarium to conduct design evaluations on their website, specifically on ticket purchasing and transportation directory experience.
- Applied techniques such as heuristic reviews, observational study, and semi-structured interviews.

### SFU — User Interface Designer

May 2021 - Aug 2021

- Built a design system and guide with a team of 3 for an e-commerce website.
- Coded and led the visual design direction of our website. [🔗](#)

## CONTACT

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## EDUCATION

### Simon Fraser University (SFU)

Sep 2017 - April 2023

Business Administration and Interactive Arts & Technology Joint Major  
- Concentration in Design & Marketing

### Vienna University of Economics and Business (WU)

Sep 2022 - Jan 2023

- Completed Marketing concentration

## SKILLS

### Design

Interaction Design	Wireframing
Interface Design	User Research
Design Evaluation	Usability Testing
Design Thinking	Visual Analytics
Accessible Design	A/B Testing
Prototyping	Project Management

### Languages and Tools

Figma	HTML
Adobe CC	CSS
MS Office	Javascript
Sketch	Python
Miro/Mural	Processing
Observable	C++
OnShape	

## ACHIEVEMENTS

### Protothon - University of Washington

Feb 2021- 1st place

### Brandstorm - SFU Marketing

Nov 2020 - 3rd place

### iXp Hackathon - SAP

Apr 2020 - 1st place