

Amy Chiu

Edison, New Jersey

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UX Designer

UX Designer with expertise in team leadership, requirement gathering, and design process within the B2B sector.

AREAS OF EXPERTISE

- Excel at creating innovative designs for web/mobile apps and responsive web design that enhance the user experience.
- Demonstrated success in developing storyboards, user flows, wireframes, prototypes, and high fidelity mockups as well as presenting materials to key stakeholders.
- Expertise in user interface innovation and requirements definition, delivering upgrades that exceed client expectations.
- Effective leader and project manager with a proven record of successfully balancing design principles within rapid-paced agile product development.
- Superior cross-functional collaboration skills to deliver high quality results on time and within budget.

TECHNICAL PROFICIENCIES

UX Skillset: UX/UI Design, User Flow, Storyboards, Information Architecture, Wireframe, Prototype, High Fidelity Mockups, Specifications, Requirement Definition, User Research, Usability Testing, Agile

Tools: HTML, CSS/Less, JavaScript/jQuery, Bootstrap

Software: Adobe Photoshop, Adobe Illustrator, Sketch App, Balsamiq, InVision, Axure, Proto.io, OmniGraffle, Sublime Text

Professional Experience

ADP, Roseland, New Jersey

UX Designer (4/2018 – Present)

As a UX Design consultant at ADP, I supported the GETS UX Team in creating and improving the user experience of Client Engagement Hub (CEH). I worked closely with UX researchers and product owners to analyze user pain points and application challenges, and I provided comprehensive solutions with pixel perfect design.

Key Achievements:

- Delivered visual design artifacts melding ADP's visual design language with user experience principles.
- Led the design effort in replacing a 2nd Desktop application, reimagining the new experience and improving accessibility.
- Designed automated workflows to simulate and improve upon existing processes, reduce user tasks, and make significant improvements in efficiency and productivity.
- Facilitated and supported Digital Transformation Concept Sprint by creating personas, user flows, sketches, and prototypes for complex scenarios to a diverse audience of executives, design partners, and developers.

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Verizon Wireless, Piscataway, New Jersey

UX Designer (10/2015 – 4/2018)

Contributed to B2B and M2M web and mobile app design, driving innovative interface development to meet high-level requirements. Led design efforts as part of a project to revamp the My Verizon for Business mobile app. Incorporated design principles and techniques into an agile product development environment. Conveyed design solutions to key stakeholders through sketches, user flows, wireframes, prototypes, mockups, and specifications.

Key Achievements:

- Led a team of 4 offshore designers to revamp the mobile app within a 6-week timeframe.
- Served as Lead UX Designer for a new IoT Connectivity Plan with \$1 million in product funding.
- Oversaw a project for self-service tickets, shortening the ticket time 83% for customers.
- Played a significant role in a customer migration project, contributing to the successful transfer of 700K enterprise customers to a new digital platform.
- As interim Lead, conduct meetings several times each week with offshore team to follow up on project status and ensure entire design team is in sync.

AT&T, Bothell, Washington

UX Designer (2/2015 – 8/2015)

As a member of the UX Design team, communicated cross-functionally to develop high fidelity mockups and specifications for e-commerce solutions. Led brainstorming sessions with product managers, business analysts, designers, and developers to define project goals and initial concepts. Created sketches, storyboards, wireframes, and prototypes to effectively communicate design ideas.

Key Achievements:

- Drew from cross-team collaborations and prototypes to deliver user-friendly and visually-appealing interfaces.
- Drove design and prototype efforts including creation of the architecture document, conceptual prototype, comp layout, and adherence to AT&T's design principles/guidelines using Photoshop and Visio.
- Analyzed acceptance criteria, conducted test cases, and located cosmetic errors during the User Acceptance Testing phase to guarantee web application's high performance.
- Generated multiple solutions for the Device Protection Plan Redesign in collaboration with Lead UX Designer, UX Researcher and Information Architect.

Wizards of the Coast, Renton, Washington

PowerPoint Deck Production Specialist (1/2015)

Collaborated with Associate Director to generate ideas and determine presentation style. Designed PowerPoint master templates for future presentations.

Key Achievement:

- Created a PowerPoint Deck and information graphics that incorporated typography, visual pattern, consistency and a balanced layout for use in a licensing presentation to 200+ attendees.

Education and Training

University of Washington, Seattle, Washington
Bachelor of Science in Informatics
Bachelor of Arts in Economics