

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

- User Experience Designer with over 10 years of experience in enterprise solutions and e-commerce applications.
- Skilled in crafting scalable, user-centered designs through iterative research, ideation, and prototyping.
- Adept at service design thinking, with a focus on end-to-end journeys across digital and human touchpoints.
- Proven ability to work cross-functionally with product, research, and engineering teams to deliver thoughtful, impactful user experiences.

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 UX Design, UI Design, Information Architecture, Wireframing, Prototyping, Usability Research

Design Tools: Figma, Sketch App, Adobe Photoshop, Adobe Illustrator

Web Tools: HTML, CSS, Bootstrap

Professional Experience

ADP, Roseland, New Jersey

Senior UX Designer

Sep 2021 – Present

- Led UX for real-time Service Agent Assist powered by generative AI, reducing handle time and improving response accuracy.
- Improved usability and performance of internal CRM platforms, including Salesforce Service Cloud migration.
- Leveraged analytics tools like Pendo to inform design priorities based on user behavior.
- Delivered under tight deadlines while managing multiple initiatives.

UX Designer

Apr 2019 – Sep 2021

- Redesigned legacy desktop app, improving accessibility and user satisfaction.
- Created a reusable framework for automated workflows, enhancing operational efficiency.
- Conducted usability testing and iterated designs based on user feedback.

UX Designer (Contract)

Apr 2018 – Apr 2019

- Identified user pain points and delivered pixel-perfect solutions.
- Contributed to a Digital Transformation Sprint, creating personas, flows, and prototypes.
- Supported a platform migration to improve user adoption and reduce friction.

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Amy Chiu

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Verizon Wireless, Piscataway, New Jersey

UX Designer

Oct 2015 – Apr 2018

- Led redesign of My Verizon for Business app, boosting accessibility and customer satisfaction.
- Served as lead designer for a \$1M IoT Connectivity Plan.
- Directed a team of 4 offshore designers, delivering a mobile app transformation in 6 weeks.
- Reduced ticket resolution time by 83% via self-service ticketing project.

AT&T, Bothell, Washington

UX Designer

Feb 2015 – Aug 2018

- Designed high-fidelity mockups and UAT documentation for e-commerce platforms.
- Collaborated on redesigns for AT&T's Device Protection Plan with UX and research teams.

Education and Training

University of Washington, Seattle, Washington

Bachelor of Science in Informatics

Bachelor of Arts in Economics