

Contact me for casestudy examples

email: doris@dorissou.com tel: 415.999.8751

Technical & Design Skill

Mac & PC operating system

Adobe CC Professional

Sketch

Invision

Figma

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-

San Francisco State University

- Mobile UX/UI Design Intensive Certificate

sf.org/inca.htm



15+ years of hands-on work experience in visual, user experience and voice design strategy, innovation, rapid prototyping and collaborating development goal for rich multi-platform Application on desktop/mobile devices focus on user centered design principles basing design decisions on user needs and business goals.

Experience

PNC - Bank Senior UX/UI Designer

Nov 2022 - Present

- Leading discovery on the innovation strategy to money transfer on-line banking processing and presented ideas to management and cross-functional teams.
- Create design on solutions for complex multi-platform applications with responsive and adaptive techniques.
- Conduct research, usability studies to support content and design development.
- Builds demos and prototypes to illustrate functionality.
- Leading design innovation from discovery to concept designs to building interactive prototypes to sell new ideas to enhance the product line to align with the company goal.

Charles Schwab - Financial Tech Senior UX/UI/AI Designer

Sep 2021 - Nov 2022

- Design the user experience of a virtual assistant with conversationally engaging, impactful for end-user.
- Proven professional design solution for security and system experiences.
- Designed UI and voice experiences for new features and data visualization. Conducted research and usability studies to support content and design
- development and Builds demos and prototypes to illustrate functionality. Works closely with stakeholders to ensure that artifacts and deliverables are
- provided on time and on budget. Create site information architecture, Guide the development of improved navigation and tools designed to help our customers find products, services and
- answers. Create Design Pattern Libraries, uses metrics to guide design and best practices.

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

Aug 2018 - Sep 2021

- Design user interfaces for P2P products, tools, and demonstrations, as well as for internal tools.
- Designed and invented a patent for DISPLAY SCREEN PORTION WITH GRAPHICAL USER INTERFACE FOR SENDING DATA- US Patent No. 29/755,202
- 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 site information architecture, 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.
- B2B 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 deskto 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 and site information architecture for Walmart.com.
- Designing high-impact, user-centered with strong emotional appeal,

Resolve UX and Visual Americans with Disabilities Act (ADA) components.

- 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 med 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 Senior UI/UX Designer

Apr 2012 - Oct 2015

- Creating New Innovation UI strategy flow, site information architecture wireframe, graphical user interface, icons, buttons and new style guide of Online Mortgage Loan Application: (The Easy Loan Site.com) (Mortgage.theeasy loan site.com) (Freedom Plus.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
- 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.

Widget, Cisco Widget, Remote Control online / PC setup, Remote Control

Others

IPOP Television Ad

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 -