

SOPHIE SHAO

User Experience Designer
<http://www.sophieshao.design>

(415)864-9432
hanzi.shao@gmail.com

EDUCATION

California College of the Arts
MFA, Interaction Design
San Francisco, CA
2014-2017

University of Toronto
BA, New Media and Studio
Toronto, ON, Canada
2006-2010

AREA OF EXPERTISE

User Interface Design
Persona
Wireframing
Interactive Prototyping
Web Development
Information Architecture
Usability Testing
Survey
Branding
Storytelling
Video Editing
Organization

TECHNICAL SKILLS

Adobe Creative Suites
Sketch
Flinto
InVision
HTML + CSS + JavaScript
OmniGraffle
Dreamweaver
Arduino
Processing
Unity3D
Flash
Premiere Pro
After Effects
Keynote

EXPERIENCE

Electronic Arts
UX Designer II
Redwood City, CA
Oct 2017-Present

- Design player experience for the Sims Mobile features ranging from core gameplay, creative tools, to monetization and social.
- Actively facilitate design&data-driven development process in the team by driving design brainstorms with stakeholders, conducting playtest, and standardizing user research toolkits.

Electronic Arts
UX Design Intern
Redwood City, CA
May 2016-Aug 2016

- Translated design vision into player-first UX by designing the storyboard, wireframes, flows, interactive prototypes, and UI mockups.
- Collaborated with engineers to implement responsive UI layouts and animations.

Canadian Broadcasting Corporation
Interactive Designer
Toronto, Canada
Jan 2013-Sep 2013

- Spearheaded and optimized flows, wireframes, UIs for parental platform, digital educational content and games.
- Researched and explored conceptual design for the new preschool website.

Gameloft
User Interface Designer
Toronto, Canada
Mar 2012-Jan 2013

- Shaped flow and designed delightful user interfaces for several mobile games.
- Translated designs into development specifications and generated art assets for implementation.

Social Game Universe
UI/Web Designer
Toronto, Canada
July 2010-Mar 2012

- Created cross-application interactions that leverage social media and game mechanics for product discovery.
- Developed well structured layouts for websites and games using HTML, CSS and JavaScript.

RESEARCH

CCA/UCSF Benioff Children's Hospital
Designer/Researcher
San Francisco, CA
Feb 2016 - Dec 2016

- Researched and explored solutions to improve nurse and patient experience by site visiting, interviewing, user testing, storyboarding, and prototyping.