

Sophia Ke

UI/UX Designer with 3 yoe

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EXPERIENCE

UX Designer | MomsinLA

09.2024 - Current | Los Angeles, CA

- Designed a referral code page for new user onboarding, **leading to an 18% increase in customer retention**. Redesigned the course registration page for the Mama Land mobile app's design system.

Product Design Lead | Talkney

05.2024 - Current | Ann Arbor, MI

- Led the design of a 0-1 culture-sharing app for second-language learners, focused on slang and cultural nuances. Developed a comprehensive design system to enhance usability across the platform.

UX Design Intern | Concord Medical

06.2023 - 08.2023 | Shanghai, China

- Initiated the end-to-end design process to redesign company responsive website by collaborating with 2 designers and the marketing team, **increasing traffic by 23%**.

UI/UX Designer | Oberon VR Technology

01.2023 - 05.2023 | Ann Arbor, MI

- Led user research and conducted **15 interviews** and heuristic evaluations to enhance accessibility for the Natural Gas Emergency VR Training System, **improving accessibility by 26% using WCAG** (Web Content Accessibility Guidelines) standards.

Product Designer | Tang Ning Medical Technology

01.2021 - 01.2022 | Shanghai, China

- Collaborated with the cross-functional team to design the IBOT healthcare robot system, resulting in a **28% increase in Net Promoter Score** (NPS).
- Led the design team to create the Healthloop telemedicine app for chronic disease patients, conducting user research with a focus group of five, producing **40+ wireframes and prototypes**, and developing a **design system with over 60 elements**.

Product Design Co-op | Wayfair

01.2020 - 06.2020 | Boston, MA

- Redesigned the Patient Perk shipping feature on the eCommerce checkout page by conducting **16 competitor analysis** and using incentive rewards to address pandemic-related delays. This launch resulted in a **14% increase in conversion rates**.

EDUCATION

University of Michigan

MS in Information

UX Research and Design (HCI)

2022 - 2024 | GPA: 4.0

Northeastern University

BFA in Graphic Design

2017 - 2021 | GPA: 3.78

AWARDS

UX Design Awards 2024

Nominated in New Talents

Project: Pawsome App

Led 0-1 design for an AI-powered pet care app for new pet parents.

UM Innovation Award

Innovation Award | 2nd Prize

Project: Gamified Laparoscopic

Created laparoscopic surgery training system for UM Medical Residents

CERTIFICATES

Figma for UX

LinkedIn Learning | January 2024

Creation & Branding, Retail & Customer Experience

Insider LVMH | December 2022

SKILLS

Design

User Research, User Flow, Usability Testing, Task Analysis, Interview, Survey, Persona, Wire-frame, Sitemap, Competitor Analysis, Lean UX, Agile Design Process, Prototype, Responsive Design, UI Design, A/B Testing, Information Architecture, HTML, CSS

Tools

Figma, Adobe XD, Invision, Sketch, Photoshop, Illustrator, InDesign, AfterEffects, Cinema 4D, Blender, Miro, Unity