




# Sophia Ke

UI/UX Designer

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## EXPERIENCE

### UX Designer | MomsinLA

09.2024 - Current | Los Angeles, CA

Designed and implemented an enhanced onboarding process and a referral rewards program integrated with a user wallet for Mamaland, an educational app for children's extracurricular activities, resulting in an 18% increase in customer acquisition.

### Product Design Lead | SpeedyJob

05.2024 - Current | Remote

Led the end-to-end design of a 0-to-1 AI-powered resume platform, including visual assets, design system, and product requirement documentation. Delivered wireframes, prototypes, and a scalable design library to improve usability.

### HMI UX Designer | General Motor (sponsored project)

01.2024 - 05.2024 | Ann Arbor, MI

Conducted 25 user interviews and redesigned wireframes and high-fidelity prototypes, enhancing the AI voice assistant feature for General Motors' 2025 Cadillac Escalade.

### UX Researcher | Oberon VR Technology (sponsored project)

01.2023 - 05.2023 | Ann Arbor, MI

Led user research initiatives, conducting 15 interviews and heuristic evaluations, to enhance the accessibility of the Natural Gas Emergency Virtual Reality Training system. Implemented improvements based on the Web Content Accessibility Guidelines (WCAG), resulting in a 26% increase in accessibility.

### Product Designer | UM School of Medicine (sponsored project)

09.2022 - 12.2022 | Ann Arbor, MI

Developed a laparoscopic training system with AI-driven feedback for University of Michigan residents, conducting interviews with medical residents to inform the design, resulting in a 25% improvement in learning efficiency.

### Product Designer | Tang Ning Medical Technology

01.2021 - 01.2022 | Shanghai, China

Initiated Healthloop, a telemedicine app for chronic disease patients during the pandemic, conducting user research, and creating over 40 wireframes, prototypes, and 60+ responsive elements for the design system.

### Product Designer Co-op | Wayfair

01.2020 - 06.2020 | Boston, MA

Redesigned the Patient Perk Shipping feature on the eCommerce checkout and shipping page by conducting 16 competitor analyses and multiple design iterations. Implemented incentive rewards to address pandemic-related delays, resulting in a 14% increase in conversion rates.

## EDUCATION

### University of Michigan

MS in Information Science

UX Research and Design (HCI)

2022-2024 | GPA: 4.0

### Northeastern University

BFA in Graphic Design

2017-2021 | GPA: 3.78

## AWARDS

### Muse Design Awards

UX/UI/IxD - Gold Winner

### European Design Awards

Interface Design Winner

### London Design Awards

User Interface Design - Gold Prize

### Titan Innovation Awards

Innovation in Design - Gold Prize

### NY Design Awards

User Experience - Silver Prize

### IDA Design Awards

Conceptual Products - Bronze Prize

### UX Design Awards

Product UI - Nominated

## SKILLS

### Research

User Interview, Survey, User Flow, Competitor Analysis, Persona, User Journey, A/B Testing, Usability Test

### Design

Wireframe, Prototype, Persona, Design System, Agile Design Process, Information Architecture, Visual design

### Tools

Figma, Adobe XD, Sketch, Photoshop, Illustrator, InDesign, HTML, CSS