

Sophia Ke

UI/UX Designer

 www.sophiake.com

 www.linkedin.com/in/sophia-ke/

 sophiake2024@gmail.com

 (734)623-0519

EXPERIENCE

UX Designer | Vizard

06/2025 - Present | Palo Alto, CA

- Designed AI video clipping platform at Vizard, serving 3M content creators and businesses generating content for TikTok, YouTube Shorts, and Instagram Reels. Led redesigns across upload, AI processing, editor, and template workflows, increasing activation by 11% and reducing waiting time for video creation.
- Led the 0-1 design of Vizard Agent, a conversational AI video agent that enables creators to create videos through LLM. Collaborated with cross-functional team, contributing to a 16% increase in user adoption.

UX Designer | MomsinLA

05/2024 to 06/2025 | Los Angeles, CA

- Designed and shipped end-to-end onboarding, sign-up, and referral reward experiences for Mamaland, an educational marketplace for children's extracurricular activities.
- Led the redesign of the user activation journey, introducing personalized onboarding flows, wallet-based reward mechanisms, and referral-driven conversion touchpoints that increased new user acquisition by 18% and improved first-time user engagement.

Product Designer | Tang Ning Medical Technology

09/2021 - 03/2022 | Shanghai, China

- Initiated 0-1 design of Healthloop, a telemedicine app for chronic disease patients during the pandemic.
- Conducted 25 user interviews, and created 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

Master of Information Science

Major in UX Research and Design (HCI)

Northeastern University

Bachelor of Fine Arts (BFA)

Major in Graphic Design

AWARDS

Red Dot Awards

Design Concept Winner

Red Dot Awards

Brand & Communication Winner

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

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