

SOPHIA WANG

Motivated, driven, and curious aspiring experience/product designer, passionate about problem-solving and creating an impact.

EDUCATION

Simon Fraser University (SFU)

Sep 2017 - present

Bachelor of Business Administration

- Marketing

Interactive Arts and Technology

- UX/UI

SKILLS

Software

Figma

XD

Photoshop

Illustrator

Indesign

Premiere Pro

AfterEffect

Programming

Python

Processing

HTML

CSS

Business

Marketing

Business Strategy

Customer

Research

Design

User Interface

User Experience

Web Design

Wireframing

Prototyping

Video Editing

Others

Communication

Collaboration

Organization

Flexibility

LANGUAGES

English, Mandarin, Cantonese

INTERESTS

Cooking/Baking, Camping,
Snowboarding, Piano & Guitar

CONTACT

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EXPERIENCES

SAP — Supplier Solutions Marketing Specialist

Sep 2019 - Apr 2020

- Developed and executed 3 campaigns for SAP Ariba Supplier Solutions and SAP Ariba Network

- Filmed and edited 5 SAP Ariba Launchpad videos from production to launch

- Created 15 digital and print graphic assets such as infographics, used at external workshops to support presentations

- Analyzed customer survey data by preparing a report on recommendations

- Worked efficiently and accurately in a high paced setting with fast turn around time resulting in consecutive approval from managers and director

SFU Information Design Course — Student

May 2020 - Aug 2020

- Designed and built a website for a mountain rescue team

- Analyzed user need and goals to guide our design decisions

- Process includes research, sketches, wireframes, prototypes, and HTML codes

Enactus SFU Bright Ideas — Visual Media Manager

May 2018 - May 2019

- Worked with a cross-functional team in organizing an 8-week program with 62 high school students

- Led design and marketing related workshops by engaging students in discussion-based and hands-on activities

- Communicated with students frequently to understand their challenges and modifying the program based on their needs

- Engaged audience through Instagram stories or questions, and analyzing most clicked posts, resulting in doubled Instagram following to 355

ACHIEVEMENTS

SFU SMA Brandstorm - Lead Designer

Nov 2020

- Redesigned website for a sustainability EV battery company and placed 3rd

SAP iXp Hackathon - Designer and Ideator

Apr 2020

- Created a natural language chatbot to help onboard new remote interns and won 1st place