



# Sophia Wenhuan Chou

I am a UX designer skilled in digital products and AI-driven solutions. My approach to design is rooted in continuous research and testing. I learn from users and iterate based on feedback from colleagues and stakeholders. With strong visual storytelling skills, I tackle complex user tasks to deliver intuitive experiences. Having worked and studied across the Netherlands, the US, Japan and Taiwan, I thrive in international environments.

## CONTACT

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## PORTFOLIO

[www.sophia-chou.com](http://www.sophia-chou.com)

## SKILLS

- UX research
- Usability testing
- Workshop facilitation
- User interface prototyping
- Web & mobile app design
- Information architecture
- Wireframing
- Journey mapping
- Storyboarding
- Visual communication
- HTML, CSS

## TOOLS



## LANGUAGE

- English: Fluent
- Mandarin Chinese: Native
- Dutch: Beginner

## HOBBIES

- Knitting
- Pottery
- Photography

## WORK EXPERIENCE

### UX Design Intern at IKEA

The Netherlands, Feb 2024 – Aug 2024 (5.5 months)

- Managed full UX journey from discovery research, concept development to evaluation.
- Led 7 online customer interviews, 6 in-store user testing
- Conducted a design critique session with UX designers, service designers and product strategists, and a brainstorming session within the App team.
- Designed a showroom kiosk and app features that boosted purchase confidence for 50% of participants and reduced workload for all store workers.

### Research Assistant at National Cheng Kung University

Taiwan, Jul 2020 – Jun 2022 (2 years)

- Facilitated co-creation workshops about K12 education with Bureau of Education, Tainan City Government.
- Worked as a teacher assistant in the course *Design Thinking Methodology*
- Led research and published paper at the IASDR 2023 Conference: Uncovering key aspects of process gains and losses in team-based design thinking workshops.

### Branding and Marketing Part Time at benbenmars

Taiwan, Jul 2019 – Jun 2020 (1 year)

- Facilitated branding workshops with clients and created strategy proposals for 3 rebranding cases.
- Social media managing for 4 crowdfunding cases.

### Design Intern at GK Sekkei Tokyo

Japan, Aug 2019 (3 weeks)

- Conducted 5 interviews with target users and created an app that enhances daily commute experience.

## FREELANCE PROJECTS

### Usability and UX Design Project for PICNIC online supermarket

The Netherlands, Feb 2023 – Jun 2023 (5 months)

- Conducted 7 usability testing, 6 user evaluation tests.
- Improved the usability of the Discover and Search pages, leading to error-free performance by all 6 participants in evaluation tests.
- All 6 participants reported a high willingness to use the new feature, the Meal Planner.

### Interactive Product Design for Braun

The Netherlands, Feb 2023 – Jun 2023 (5 months)

- Used Voiceflow, ChatGPT, and Arduino for AI prototyping.
- Designed an interactive desktop heater in the context of future AI world.

## EDUCATION

### MSc in Design for Interaction at Delft University of Technology

The Netherlands, Sep 2022 – Aug 2024

- Cum Laude distinction, scored 9/10 for the graduation thesis project.

### MSc in Industrial Design at National Cheng Kung University

Taiwan, Sep 2020 – Aug 2023

### Exchange at College for Creative Studies, Product Design

USA, Jan 2019 – May 2019

### BSc in Industrial Design at National Cheng Kung University

Taiwan, Sep 2016 – Jun 2020