

# MAGGIE SOUN

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## WORK

### Appetize UX/UI DESIGNER

AUG 18 - CURRENT

Lead creation of design system for core Android POS product; unified design across various teams into comprehensive Sketch component library; distilled complex industry requirements into scenarios and flows; delivered high fidelity designs and prototypes for major features; provided assets for marketing purposes and client presentations

### Chrome River UX/UI DESIGNER

APR 16 - AUG 18

Gathered stakeholders' requirements and developed product features in agile environment; implemented metrics tracking with Google Analytics; wireframed, prototyped, and validated designs across multiple products

### NowMoveMe UX INTERN

DEC 15 - MAR 16

Crafted user flows and worked with marketing and development teams to create wireframes and prototypes for early stage startup; helped visualize concepts and generate ideas to improve outreach and capture user data.

### WeRehearse UX CONSULTANT

NOV 15 - DEC 15

Conducted user testing and heuristic evaluations on existing; created user flows and personas as assets and guided overhaul of the website's onboarding process

### Language & Cognition Lab RESEARCH ASSISTANT

SEP 13 - DEC 14

Translated instructional materials from English to Mandarin; coded locomotive video clips; conducted over 70+ hours of experiments using methods such as card sorting; compiled and screened resulting data for analysis

## EDUCATION

### UC Berkeley

BA Cognitive Science

Minor City & Regional Planning

## SOFTWARE

### DESIGN

Sketch

Illustrator

Principle

Webflow

### PROTOTYPE

Invision

Marvel

Balsamiq

HTML / CSS

Webflow

## SKILLS

User Flows

Rapid Prototyping

Personas

User Scenarios

User Testing

Annotations

Competitive Analysis