

WORK HISTORY

UX Design Immersive Course Student

General Assembly, Jan to April 2022

- Completed 500 hours of coursework through 12 week course, trained by recognized industry designers,
- Practiced the lean UX process through project sprints that involved building mobile apps, desktop tools, and IoT integrations.
- Adapted to agile workflow through solo and group projects, stimulated creative mind by

Sr Account Specialist

Mellow Home, June 2020 to Jan 2022

Drove revenue growth by developing promotion and marketing strategies. Set up Direct Import items to increase operation efficiency and minimize loss impact by supply chain crisis during pandemic

eCommerce Assistant Buyer

Walmart.com, May 2019 - April 2020

Managed over \$1 million fashion brand through strategic buying, online merchandising, marketing efforts (campaign/SEM) and inventory management. Worked closely with leadership to drive increase in sales, while maintain probability and expand breadth of new silhouettes and colorways

eCommerce Assistant Merchandiser

Partycity.com, July 2017 - May 2019

Collaborated with cross-functional teams on improving browse experience and product transactability through ongoing site merchandising effort. Recognized as brand thought leader and content expert through helping with UAT for new systems, providing feedback to increase overall efficiency

INTERNSHIP

Market Research Internship

Cal Poly Pomona, Jan - March 2017

- Pioneered the creation and execution of consumer survey using Qualtrics with over 700 online participants to gather and deliver critical qualitative consumer feedback
- Leveraged SPSS and Excel to perform qualitative and quantitative analysis on market demands
- Translated findings into text documents and creating visual deliverables and presented actionable insights to a startup fitness device company

SOPHIE LI

UX DESIGN | USER RESEARCH
| DATA ANALYTIC | SEO

CONTACT DETAILS

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📍 San Francisco Bay Area, CA

SKILLS

Tool

Figma

Photoshop

Webflow

User Experience

Prototyping, Wireframing, User Research, Competitive & Comparative Analysis, Usability Testing, Card Sorting, Content Strategy

• Bilingual (English & Chinese)

ACADEMIC HISTORY

General Assembly

UX Design Immersive course, Jan - April 2022

California State Polytechnic University

Bachelor of Science: International Marketing, 2017