

FARRAH CHOW

Product Designer

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WORK EXPERIENCE

Ballast Lane Applications

UX/UI Design Co-Op • Jan 2022 - August 2022

Collaborated within an Agile Workflow alongside a cross-functional team of 100 product engineers, 5 product managers, 5 business analysts, and 3 designers to ensure the seamless integration of new features that emphasize significance, functionality, and visual consistency.

Managed and updated the design system for Reibus, a B2B steel market, aligning with Material Design standards and WCAG accessibility guidelines.

Led the design initiatives for the Steel Marketplace, User Dashboard, and Chatbot projects at Reibus, driving enhancement in user engagement metrics and increase in customer retention.

PROJECTS

Flock

UX Case Study • Ongoing

I am designing and prototyping a travel app ecosystem with dual focus on trip planning and a social media platform features. So far, I have conducted surveys and interviews with my target audience to properly gauge the demand for features such as real-time itinerary collaboration. I then used this information to extrapolate user personas and user journey maps. Currently, I am working on low fidelity wireframes and branding in Webflow, with plans to iterate on the design after feedback.

Many Hats

UX Case Study • Dec 2022

By simplifying complex workflows and enhancing productivity for small business owners, I built a user-centric business helper dashboard from end-to-end. To ensure usability and accessibility, I iteratively designed and tested interface elements with business owners, and also collaborated closely with them to gather requirements and align design solutions with their business goals. I also showcased my ability to create an eye-catching website to market my product to my audience.

farrahchow.com

Portfolio • Jan 2022

I self-taught HTML, CSS, and JavaScript to develop a responsive portfolio website for my personal use. By implementing smooth animations and interactive elements, I efficiently showcased my technical skills and ability to personalize my brand. I also optimized performance and cross-browser compatibility, ensuring a seamless viewing experience across various devices.

SKILLS

INTERACTION DESIGN

Web Design, Information Architecture, Physical and Digital Prototyping, Wireframing, Low & High Fidelity Mockups, Site Mapping

EXPERIENCE DESIGN

User Interviews, User Testing, User Flows, Persona Creation, Journey Mapping, Quantitative Analysis, A/B Testing, Competitive Auditing

GRAPHIC DESIGN

Branding, Typography, Iconography, Poster & Book Design, Design System Guidelines

SOFTWARE

Proficient: Figma, Adobe Creative Suite (Photoshop, InDesign, Illustrator)
Learning: Webflow, Spline, Midjourney
Working Knowledge: TinkerCAD, Autodesk 3DS Max, Adobe AfterEffects

OTHER SKILLS

Programming: HTML, CSS, JavaScript, Java, C++
Digital Illustration: Procreate
Fabrication: 3D Printing, Laser Cutting, Book Binding
Teamwork: Problem Solving, Adaptability, Meticulousness, Brainstorming, Rapid Iteration, Cross-Team Collaboration, Human-Centric Design, Providing & Receiving Feedback

EDUCATION

Northeastern University

BFA Interaction Design • Minor Computer Science • earned 2023

RELEVANT COURSES

Graphic Design 1 + 2 • Interaction Design 1 + 2 • Typography 1 + 2 • Identity and Brand • Information Design • Design Degree Project • Design Process Context and Systems • Video Basics • Photography Basics • Sculpting Basics • Fundamentals of Computer Science 1 + 2 • Database Design • Discrete Structures • Logic and Computation • Programming for Engineers

ACHIEVEMENTS AND INVOLVEMENT

Dean's Scholarship
SMILE Lab • Computer Vision Research Assistant
Society of Asian Scientists and Engineers • Innoservice Regional Finalist
Chinese Student Association • Media and Design Specialist