Chloe Chow, UX Designer & Researcher

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SUMMARY

2+ years of experience in UX, product design, and user research, delivering user-centered design experiences across global digital IT, social media, and video game entertainment industries. Led end-to-end design and UX research for SaaS and internal tools that delivered accessible, data-driven workflow improvements to reduce task completion time by ~87%.

PROFESSIONAL EXPERIENCE

Research Study Moderator @ TELUS Digital AI Solutions   Los Angeles, Mar 2025 - Present

Global B2B digital transformation and AI company (~78,000 employees, ~$2.65B revenue) delivering enterprise CX, data, and AI services across 30+ countries.

- Moderating 700+ in-person UX research sessions, employing quantitative and qualitative methods, including structured interviews, surveys, questionnaires, and synchronous audio/video data captures, ensuring 100% protocol adherence.
- Collaborating with a 20+ global research team of data scientists and engineers to improve data collection standard operations for AI/ML product development and validation, contributing insights that inform product improvements.
- Improving accessibility of research session protocols through clear instructions, task modifications, and adjusted pacing, contributing to a 98% session completion rate across a diverse set of participants.

Associate UX Designer, Corporate Applications @ Microsoft Blizzard   Irvine, Oct 2022 - Mar 2024

Leading video game developer (~7,000 employees, ~$2B revenue) known for major franchises like Warcraft, Diablo, and Overwatch.

- Led redesign of complex internal employee crediting workflow that reduced task completion time by 87.7% through detailed user research, refined UX flows within Figma, and interactive prototypes informed by stakeholder feedback.
- Simplified complex site organization within a legacy internal tool by restructuring information architecture, reducing navigation steps by 50% and improving access to key workflows.
- Contributed to a centralized design system adopted across 5+ internal platforms, improving visual consistency, scalable components usage, and alignment with WCAG accessibility standards.
- Collaborated cross-functionally with visual designers, engineers, product managers, and stakeholders to clarify ambiguous goals and business needs and translate them into polished design solutions.

Product Design Intern @ Pride Places   Remote, Jul 2021 - Jun 2022

Mission-driven startup advocating for LGBTQ-owned/friendly services' growth while providing necessary resources to the community.

- Owned end-to-end UX process from concept to validation, iterating through 4+ prototype versions to refine and validate core MVP mobile product features.
- Conducted 11 moderated and 30 unmoderated discovery interviews, translated insights into design recommendations.
- Presented designs, insights, and assisted in feature roadmap planning with stakeholders to align with MVP priorities.

LAUNCHED PROJECTS

UX Designer @ Chaotic Domain   Los Angeles, Mar 2025 - Present

Consulting studio specializing in digital design and UX workflow optimization, working with entrepreneurs, businesses, and nonprofits.

- Sole designer leading end-to-end design of AI-based SaaS workflow optimization tool, delivering user flows, wireframes, interactive marketing prototypes, and marketing graphics from concept to launch.
- Partnered with small product team to translate ambiguous goals to scaleable, buildable MVP features for launch.
- Scoped MVP features with the management and development team, identifying high-impact functionality and reducing feature list to an appropriate initial build scope.

CERTIFICATIONS AND EDUCATION

Interaction Design Foundation (IxDF) - *"Accessibility: How to Design for All", "How to Use AI Ethically in UX Research"*   Feb 2025
Design-Led Strategy, University of Sydney   Jun 2024
University of California, Santa Barbara - *BA in Communication, Minor in Applied Psychology, Dean's Honors*   May 2022

SKILLS

Design & Research: UX/UI, Product Design, Accessible & Inclusive Design (WCAG), User Research, Usability Testing, Journey Maps, Wireframing & Prototyping, Information Architecture (IA), Qualitative & Quantitative Research, Affinity Maps, Responsive Design, Design Systems, Cross-functional Collaboration, Design Review, Internal & Enterprise Tools, Stakeholder Management, Product Thinking, Agile Workflow
Tools: Figma, FigJam, Miro, Dovetail, Jira, Asana, Maze, UserTesting, Loom, Notion, Canva, Microsoft Suite, Google Workplace