

Chloe Chow, UX Designer

www.chloechow.me · [linkedin.com/in/chloepchow](https://www.linkedin.com/in/chloepchow) · chloepchow@gmail.com · [phone # redacted] · Los Angeles, CA

UX designer and researcher with 3.5+ years of experience across enterprise software, video games, and AI/ML product development. Led end-to-end design for internal tools that cut task completion time by 87.7%, moderated 1,000+ research sessions, launched an AI-powered Figma plugin from 0→1, and contributed to a second AI research platform.

PROFESSIONAL EXPERIENCE

UX Research Study Moderator | TELUS Digital AI Solutions

Mar 2025 - Present

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

- Moderating 1,000+ in-person UX research sessions, using quantitative and qualitative methods like interviews, surveys, and synchronous audio/video data captures, ensuring 100% protocol adherence.
- Collaborating with a 20+ global research team of data scientists and engineers to refine data collection operations for AI/ML product development and validation, contributing insights that inform product improvements.
- Improving session accessibility through adjusted moderation styles, task modifications, and adjusted pacing, contributing to a 98% session completion rate across a diverse participant pool.

Associate UX Designer | Blizzard Entertainment

Oct 2022 - Mar 2024

Video game developer (~7,000 employees, ~\$2B) known for major franchises like Diablo and Overwatch.

- Led redesign of complex internal workflow in the Corporate Applications team, reduced task completion time by 87.7% through detailed user research, refined user flows, and stakeholder-informed iterations.
- Restructured information architecture of legacy internal tools, reduced navigation steps by 50% and improved access to key workflows.
- Contributed to a centralized design system adopted across 5+ platforms, improved visual consistency, component scalability, documentation, and WCAG accessibility alignment.
- Cross-functional collaboration with designers, engineers, product managers, and stakeholders to clarify ambiguous business needs and translate them into polished design solutions.

Product Design Intern | Pride Places

Jul 2021 - Jun 2022

Startup supporting the growth of LGBTQ-owned and LGBTQ-friendly businesses while providing community resources.

- Owned end-to-end UX for the Pride Places (PP) 3.0 MVP, tested 4 directions to define product strategy.
- Conducted 11 moderated discovery interviews and 30 surveys, and translated insights into design recommendations.
- Designed wireframes for PP 2.0, such as event discovery flows and business-facing dashboards, and refined legacy designs through usability testing.

SELECTED PROJECTS

UserSage (usersage.com)

Aug 2026 - Present

A user research and usability testing platform for fast, AI-assisted studies grounded in real participants.

- Testing product quality, reporting bugs, and recommending feature and usability improvements for an AI-assisted research platform, drawing from hands-on UX research experience.
- Writing curated articles on UX research methodologies to educate users and support the platform's content strategy.

DesignSage (designsage.app)

Launched Feb 2026

An AI design critique Figma plug-in for instant, actionable feedback about your designs.

- Led 0-to-1 design of an AI-powered Figma plugin, delivering flows, wireframes, style guide, and marketing graphics from concept to launch while partnering with the product team to turn ambiguous goals into scalable MVP features.

CERTIFICATIONS & EDUCATION

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 Design (WCAG), UX Research, Usability Testing, Journey Maps, Wireframing, Prototyping, Information Architecture (IA), Artificial Intelligence, Qualitative Research, Quantitative Research, Design Systems, Cross-functional Collaboration, Internal & Enterprise Tools, Stakeholder Management, Product Thinking, Agile, Design Thinking

Tools: Figma, FigJam, Miro, Dovetail, Jira, Asana, Maze, UserTesting, Loom, Notion, Canva, Microsoft Office, Google Workspace