

Sonya Chiang

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Solution-oriented designer with 5 years of expertise. Passionate about crafting experiences through innovative and intentional design from physical to digital mediums. Committed team player and dedicated to cross collaboration and learning through new experiences.

SKILLS

- Figma • Adobe Creative Suite • Shaper 3D • Blender • Flutterflow • HTML/CSS • Webflow • Wix • Canva • Procreate • Google Slides • Google Docs • Google Sheets • Notion
- Languages: English (Native), Mandarin Chinese (Intermediate)

WORK EXPERIENCE

- Product Designer & Manager**, CosmaNeura June 2023 - Present
- Co-founded a startup at a hackathon that was acquired in 2023 by defining product vision with stakeholders and engineers for medical software incorporating ML/NLP.
 - Conduct user research with physicians via surveys to monitor KPIs and inform Agile sprint planning.
 - Create user flows, wireframes and prototypes using Adobe CC and Figma.
 - Manage a team of 3 engineers, 1 business analyst and 1 designer through sprints and complete milestones.
- Website & Graphic Designer**, The Agency, Grauman & Rosenfeld August 2023 - January 2023
- Execute the brand's core essence into visual and tangible materials to better communicate unique value propositions to both the company and specific clients' target audience.
 - Develop marketing materials including brochures, social media assets, and website content.
 - Ideate and execute digital and print marketing collaterals such as newsletters, mailers and magazines.
 - Creating relationships with different clients in the real estate industry while intersecting their brand with the company's brand.
- Creative Team Member** (Freelance), Lumiilumii December 2023 - March 2024
- Design company branding, product and packaging while collaborating with hardware, software engineers and CEO to execute product and company vision.
 - Executing company product from ideation to manufacturing readiness, while also researching and iterating to the final product.
 - Managing project sprints while utilizing budget and materials to sketch and conceptualize product at each stage.
- Graphic Designer & Web Designer**, Suntisfy Inc. June 2022 - 2023
- Design product packaging and marketing content for major retail channels including Target and Amazon.
 - Create branding guides with 96% stakeholder approval rate.
 - Deliver 3-5 daily projects with 95% on-time completion rate using Adobe Photoshop, Illustrator and Figma.
- Art Director**, EDscapade Games Dec 2020 - Jan 2022
- Manage social media content creation, increasing customer interaction by 20%
 - Transform business appearance, driving \$100K revenue surge and 47% uptick in engagement
 - Lead a 10-person team using process-based project management and delegating tasks to execute set designs and puzzle projects
 - Execute 250+ design projects, enhancing immersive experiences through various mediums

EDUCATION

- University of Southern California, Iovine and Young Academy** Los Angeles, CA
Masters of Science, Integrated Design, Business & Technology Current
Expected Graduation May 2026
- University of California, Irvine** Irvine, CA
Bachelors of Science, Biological Sciences 2022