

# SOPHIA MENG

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## EDUCATION

Brown University                      SEPT 2016 – MAY 2020  
B.A. in Visual Arts  
B.A. in Computer Science

- > RELEVANT COURSES: UI/UX, Modern Web Applications, Digital Illustration (registered at RISD), Poster Design (registered at RISD), Object-Oriented Programming, Advanced Painting, Independent Study in Visual Arts.

## EXPERIENCE

Gainful Health Inc.                      MAY 2018 – OCT 2018  
Creative Lead

- > Defined and developed brand identity and end-to-end design language for this e-commerce startup.
- > Used user research, persona synthesis, wireframing, and prototyping to redesign and ship the user experience and interface for large parts of Gainful's web flow, such as the individualized user portals.
- > Worked with engineering team on backend data storage and various programming and marketing constraints.
- > Solidified design system for the product, and created a comprehensive outline for Django CMS.

Better World by Design                      OCT 2018 – PRESENT  
Graphics & Branding Team

- > Created visual and experiential brand for annual design conference on Brown/RISD campuses.
- > Utilized design system to work with conference's web development team to create interaction-heavy and theme-relevant user experiences.
- > Promoted accessibility within design thinking and interdisciplinary collaboration between designers.

UI/UX    FALL 2018  
Course Projects

- > Redesigned responsive web and mobile layouts, completed A/B Testing and Usability Testing.
- > Used React.js to implement iterative interfaces.

Modern Web Applications                      SPRING 2018  
Course Projects

- > Implemented a web application for a client, Effective to Great Education, a startup focused on fostering students' interest and understanding of their emotions.
- > Designed the user interface and user flow of a prototype application that assists third to fifth grade students in managing their emotions effectively.

## SKILLS

- > DESIGN SOFTWARE: Extremely proficient in Photoshop, Illustrator, InDesign, Figma, InVision, and Sketch. Experience with AfterEffects, Lightroom, and Principle.
- > PROGRAMMING: Proficient in Java, Python, HTML/CSS. Experience with C, Javascript, and React.
- > LANGUAGE: Fluent in Mandarin Chinese.

## INTERESTS

- Hand lettering, typography, and fonts
- Writing and illustrating comics
- Slinging donuts
- Short story collections
- Books on the AAPI experience
- Product case studies