Chloé Cho

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Work Experience

TE Connectivity, Philadelphia, PA | **Adjunct faculty** | September 2017 – Present

Typography II class in Graphic Design: Course content includes an introduction to the fundamentals of Typography, use of type with image and emphasis on ideation, conceptual thinking, composition, hierarchy of information, typographic nomenclature and history.

Moore College of Art & Design, Philadelphia, PA | **Adjunct faculty** | September 2017

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QVC, West Chester, PA | **Sr. Manager of User Experience & Design** | September 2016 – December 2017

Work closely with QVC's business partners from Consumer Insights, Technology, Product Management, Platform Distribution to uncover opportunities and provide solutions/recommendations to implement into QVC's Product Management roadmap.

Select Achievements

- Buy Seamlessly Strategy: The recomendation is to provide QVC's white label checkout to Prospects who are on off-platforms (Facebook, Pinterest, etc.) to buy items seamlessly where they are by leveraging QVC's global layer (API) technology. Another recomendation is to build a synchronized technology solution to QVC's system to provide a second screen experience for TV viewers to purchase items on their mobile devices while watching any of QVC's network (QVC, QVC2, BeautyIQ).
- Next Generation Digital TV Platform Roadmap: Challenge is that the TV landscape is fragmenting with digital disruption, the decline in Pay TV subscribers, and the increase in OTT devices and subscriptions. QVC content needs to be discovered seamlessly across all platforms and social networks. With this vision, the short and long term strategies were delivered to the leadership for the next year roadmap.

QVC, West Chester, PA | **Sr. Manager of Global Emerging Platform Development** | August 2015 – September 2016

Managed a team of the Emerging Platform Development Team for orchestrating a customer-centric experience to drive innovative projects from vision/strategy to implementation on all emerging digital & TV platforms.

Select Achievements

- QVC App 2.0 on Roku Platform for Emerging Platform & Distribution
    - Led and launched Roku QVC App 2.0 with a cross functional team internally (Broadcasting, Content Production, Planning, Programming, Product Management, Change Management, Release Management, Brand Design, IT, Internal PR, e-commerce, Marketing, Consumer Insights) and a 3rd party vendor called Digiflare as the main point of contact for this Roku app development project.
- Plus Size Strategic Roadmap for Commerce Platform & Merchandizing
    - Led a cross functional team to deliver a recommended multi-year strategic roadmap for Plus Size.
    - Deliverables were a Plus Size customer experience map, inventory of all channels and touchpoints, a booklet of the strategic roadmap.
- Comcast Xfinity Platform Partnership
    - Came up with a solution to leverage the enhanced content panel to feed relevant VOD content for QVC customers to discover more about QVC.
- Leading Edge Program: This is an annual leadership program to discover and train a next generation of QVC leaders. I was nominated by my leadership to go through a 6 month long leadership training
    - Presented a final solution to CEO and his executives to increase revenues between QVC and zulily

QVC, West Chester, PA | **Sr. Manager of Platform Innovation** | March 2015 – August 2015

Select Achievements

- Apple Watch App for QVC: A simple glance at your wrist allows you to scan items on air information on the fly and Today's Special Value
- Led workshops to create Playbook of discovery methodology for the team

eBay enterprise, King of Prussia, PA | **Sr. Manager of User Experience Design** | April 2013 – November 2014

Specializes in designing all forms of commerce (online, mobile, offline and everything in between). Applies traditional Information Architecture best practices, date-driving insights, and usability and field research with holistic user-centered design experience approach to inform specific interactive applications.

- Led User Experience (UX) and Design team in delivering delightful commerce experience that convert into sales for clients, including Sony, PetSmart, Spanx, Toys R Us, Kenneth Cole and Dick's Sporting Goods.
- Directed team of 7 in end-to-end launch life cycle, from discovery, engage, analyze, to plan, design, build, test, and deploy using agile process. Built highly functioning creative competency that complimented other launch practices within Services org and Product management. Established culture for team attitude, behavior, teamwork and professional development.
- Estimated, planned, led all UX design work (personas, design comp, HTML style guide, information architecture documentation) in full life cycle (discovery, engage, analyze, plan, design, build, test, deploy) of launches.
- Defined best practices for creative organization, including user interface design, interaction design, and design process for commerce web solution, mobile application, AOS interface, e-commerce platforms and omni-channel e-commerce product suite. Products included BOPIS (Buy Online-Pickup In-Store), Ship-From-Store, call center sales and support applications, and platform web services/APIs.
- Principle liaison for third party agencies and partner presentations during high-level discovery/engage phases of launches.
- Worked closely with client services team to define SOW and estimate/plan of UX and design work for web solutions, software, mobile solutions. Presented overview of UX Design capabilities to clients.

Select Achievements

- Set up user-centric design process for UX group within Services and Product Management.
  - Delivery Services: Launched store.sony.com, spanx.com, petsmart.com in waterfall/agile methodology.
  - Product Management: Implemented 'research' phase to drive UX design strategy and vision to product roadmap.
- Introduced Trello to manage team's workload and provide visibility of agenda that resulted in productive meetings.
- Used JIRA to manage deliverables and track defects of e-commerce life cycle launches; create dashboard to manage issues.
- Led end-to-end launch of store.sony.com, including presenting UX process to entire Sony team in collaboration with external Sony UX team, Sony business users, internal development in US and India, product management, BA, and QA. Post launch, Sony store ranked in 8th in Forster research report on most improved e-commerce site with ± consumer spent of $500/click.

eBay enterprise, King of Prussia, PA | **Manager of User Experience Design** | August 2011 – March 2013

Led User Experience Design efforts/deliverables on multiple launches. Partner and stakeholder-facing presenter and Subject Matter Expert of creative (UX/Design) best practices and deliverables.

Select Achievements

- Created/produced promotional video about newly formed UX team and posted on eBay internal site initiating awareness.
- Launched petsmart.com on eBay commerce platform and implemented feature of in-store-pick-up on desktop experience.
- Implemented PayPal express checkout on ToyRus.com, dickssportinggoods.com, christohperandbanks.com.

Digitas Health, Philadelphia, PA | **Art Director** | May 2010 – July 2011

- Led team of 3 designers to manage digital marketing and offline designs. Guided career development of direct reports and mentored them in work.
- Worked/collaborated with team members of development, User Experience, SEO, Analytic and clients in conducting brainstorming sessions and presentations.

Select Achievements

- Led visual design for online (vimpat.com) and offline marketing materials, e.g. doctor guide and patient brochure for prescribed medicine of Vimpat and video productions for testimonial short videos (goingbeyondokay.com).

Harte-Hanks, Yardley, PA | **Art Director** | June 2007 – May 2010

- Led visual design in typography, graphics/illustration, and icon design for online and offline design; managed brand assets, such as photo shoot/RF images and illustration.
- Worked closely with marketing team, UX team, IT, internal traffic, and creative team for all consumer projects.
- Created/managed client's brand and studio guidelines to meet client objectives. Managed daily deliverable and schedules.

Select Achievements

- Sole management of Merck client in projects, including consumer acquisition, conversion, and adherence program, e.g. online US websites (januvia.com and journeyforcontrol.com), online application, rich media banners, multi-stream e-mails, PowerPoint presentations, and offline collateral materials, product brochure, seasonal newsletters, and welcome mailing kits.
- Learned new technologies and design techniques; took on lead role in sharing knowledge.

Moore College of Art & Design, Philadelphia, PA | **Adjunct faculty** | January 2008 – June 2008

- Taught a Typography II class in Graphic Design: Course content includes an introduction to the fundamentals of Typography, use of type with image and emphasis on the design of the word, the line, the paragraph and the page.

Roska Direct Advertising (PulseCX), Montgomeryville, PA | **Art Director** | June 2005 – June 2007

- Designed and produced a variety of online marketing program called, NexConnect, Nexavar, for Bayer Pharmaceutical Inc.
- Led and designed User Experience of PAH pathways and Sure Steps and consumer websites, Tracleer.com, actelionsuresteps.com for Actelion Pharmaceuticals US Inc.
- Designed series seasonal communication mailing, e-mails and updated website, aciphex.com for Eisai Inc. and Ortho-McNeil-Janssen Pharmaceuticals, Inc.
- Designed identity for Roska including logo, business card and stationery

Education & Awards

Moore College of Art & Design, Philadelphia, Pennsylvania | **BFA,** Summa cum laude **Graphic Design** | 2005

- A recipient of the Jerome Cloud Award in Graphic Design for the Senior Show, May 2005
- Awarded Harriet Sartain Fellowship, April 2004
- Presidential Voting Poster Publicized Bus shelter in Philadelphia, September 2004

Continuing Education

University of California, Los Angeles: Information Architecture (online)