

# Hyewon Choi

## User Experience Designer

hyewonchoi.ux@gmail.com | hchoi11@risd.edu

201.575.6636 | linkedin.com/in/hyewonchoi1

Portfolio [uxfol.io/hyewonchoidesign](https://uxfol.io/hyewonchoidesign)

UX Designer, and former Samsung intern, with a strong background in visual design and a passion for empathizing with users while designing simple, data-driven solutions that add value to people's lives. Yoga and matcha lover looking forward to her next adventure. 😊

## Education

### Rhode Island School of Design

#### BFA Graphic Design

Sep 2016 - May 2020. Providence, RI

Courses: ITALY: Shoe Design & Prototyping travel course,

Entrepreneurship for Design, Cognitive Psychology

### Brown University

#### Cross Registration Student

Sep 2017 - May 2020. Providence, RI

Courses: Biomedical Engineering, Chinese Language

### Aalto University

#### Exchange Program in MA Visual Communication

Sep 2019 - Dec 2019. Helsinki, Finland

Courses: User Inspired Design, Interaction Design

## Skills

### Design

User Interview, Personas, Journey Mapping,

Affinity Mapping, Information Architecture,

Wireframing, High Fidelity Prototyping,

Usability Testing, UI/ UX Design, Graphic Design,

Interaction Design, Typography, Branding

### Software

Adobe XD | Sketch | Figma | Illustrator | Unity

InDesign | Keynote | HTML, CSS, JS | Principle

### Product

Product Management | Cross-functional Leadership |

Communication | Collaboration | Trello | Slack

## Certificate

### Product School, Product Manager Certificate

Instructed by former PM at Apple and Adobe

Jul 2020. Silicon Valley, CA

## Leadership

### RI Central Korean Church

Vice President of Young Adults, Media Team Leader

Jan 2019 - Dec 2019. Warwick, RI

## Work Experience

### Anchor Mobile App (Student-led Startup) | Lead UX Designer

Jan 2020 - April 2020. Providence, RI

Work on a team including a product manager, three software developers, and one UX designer to develop a smart networking app for young entrepreneurs.

Interviewed 13 start-up owners and 5 students to determine product needs and pain points. Built more than 100 low fi and hi-fi wireframes pushed to the software developers. Launched an MVP app in the App Store. Lead branding initiative.

### Health Keeper Mobile App | Lead UX Designer, Project Manager, Final Presenter

Jan 2020. Providence, RI (Hack at Brown, Hackathon)

Led a multidisciplinary team of two software engineers and one analytics student to design a health and wellness app that allows medication management, activity tracking, etc. Completed a total of 19 low-fi and hi-fi wireframes and developed interactive prototype using Adobe XD and Figma. Presented prototype to 10 hackathon judges and participants.

### Hack Me Web App | Lead UX Designer, Project Manager, Final Presenter

Nov 2019. Helsinki, Finland (Junction, Hackathon)

Collaborated on a team with an iOS developer and a software engineer to develop a kid's cybersecurity awareness web app. Developed 14 hi-fi wireframes and app prototype using Adobe XD. Integrated valuable learning motivation with gamification and real-life practice opportunities. Awarded Teenagers Choice Award for favorite app development.

### Cice Mobile App | UX Designer

Oct 2019 - Nov 2019. Helsinki, Finland (Course, Aalto University)

Participated in a team of three designers to design a city exploration game focused on sensory interactions (hearing and touch). Developed 50 low, mid and high-fidelity wireframes for the prototype. Created interaction design for prototype using Adobe XD. Completed user testing with 4 users and a mock-up of a scenario to improve visual interaction and sensory experience.

### Aalto Corporate Collaboration Website | UX Designer, Stakeholder Manager

Sep 2019 - Oct 2019. Helsinki, Finland (Course, Aalto University)

Collaborated in a team of three designers and worked with a corporate client *ABB Marine* to facilitate a new model of collaboration between Aalto University and the client to solve their specific needs. Led an ideation session with stakeholders.

### Samsung | Marketing and Design Intern

Jun 2019 - Aug 2019. Ridgefield Park, NJ

Strategized along with the Head of Marketing to produce graphic design, UX design, market research, data visualizations, and social media strategy deliverables in the context of global software solutions and information technology.