Hyewon Choi
User Experience Designer

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Portfolio www.hyewonchoi.com
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Creative thinker and natural collaborator with a passion for empathizing with people to design simple, data-driven solutions. Looking forward to creating meaningful and inclusive experiences for more people.

Experienced the full cycle of UI/UX design process from user research to the release of the MVP designing mobile apps and web-based projects in a fast paced, multidisciplinary team setting.

Education

Rhode Island School of Design
BFA Graphic Design
Sep 2016 - May 2020. Providence, RI

Brown University
Cross Registration Student
Sep 2017 - May 2020. Providence, RI

Aalto University
Exchange Program in MA Visual Communication
Sep 2019 - Dec 2019. Helsinki, Finland

Career Foundry
User Experience Design
Dec 2018 - Jun 2019. Online

Skills

Graphic Design | UI/UX Design | Project Coordination
User Research | Data Analysis | Information Architecture
Wireframing | High Fidelity Prototyping | Mockups
Interaction Design | Typography | Visual Style Guide
Product Management | Digital Marketing
Cross-functional Leadership | Presentations

Software

Figma | Adobe XD | Sketch | Illustrator | Photoshop
InDesign | Keynote | HTML, CSS, JS | Google Suite

Certificate

Product School, Product Manager Certificate
Instructed by former PM at Apple and Adobe
Jul 2020. Sillicon Valley, CA

Internship

Samsung
Marketing Intern
Jun 2019 - Aug 2019. Ridgefield Park, NJ

Work Experience

Pace Communications | User Experience Designer
Nov 2020 - Present. New York, NY (Remote)
• Assist with research, competitive analysis, insights, and UX recommendations to improve a global IT website.

Hyewon Choi Design | UX Consultant
Jun 2020 - Oct 2020. NJ / NY (Remote)
• Designed and consulted with startup and individual clients to understand their business goals and needs: location-based app, dental hygiene app, receipts app.

Zoom Medical | Lead Designer and Product Manager
May 2020. NJ / NY (Remote)
• Collaborated on a team of PMs to design a B2B solution to support declining communications for hospital patients in a pandemic conscious era.
• Researched and designed a solution to be sold to partnered hospitals that allows patients to virtually communicate with their loved ones.
• Won first place in a COVID19 hackathon held by Product School.

Anchor Mobile App (Brown University Student-led Startup) | Lead UI/UX Designer
Jan 2020 - April 2020. Providence, RI
• Collaborate with a product manager, software engineers, and a UX designer to develop a smart networking and productivity app for young entrepreneurs.
• Built more than 100 low fi and hi-fi wireframes on Figma pushed to the software developers. Launched an MVP app in the App Store. Designed app's visual system.
• Automated contact management processes to reduce manual entry by 30%.

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 data analyst to design a health and wellness app that allows medication management and activity tracking.
• Designed 19 wireframes and developed interactive prototype using Adobe XD.

Hack Me Web App | Lead UX Designer, Project Manager, Final Presenter
Nov 2019. Helsinki, Finland
• Collaborated with two developers to develop a kid's cybersecurity awareness web app. Developed 14 hi-fi wireframes and prototype using Adobe XD. Integrated valuable learning motivation with gamification and real-life practice opportunities.

Cice Mobile App | UX Designer
Oct 2019 - Nov 2019. Helsinki, Finland
• Participated in a team of three designers to design a city exploration game focused on sensory interactions. Developed 50 low, mid and high-fidelity wireframes and interactive prototype using Adobe XD.