



Tinnie Choi

UX / UI Designer in sunny LA & the northern hemisphere

ABOUT

I'm a UX Designer with a background in Industrial Product Design. In a search for creative purpose, I pivoted into Human-Center Design. My goal is to find meaning through user needs then utilize creativity to contribute to a brighter society.

SKILLS / TOOLS

*User Experience Design / Content Strategy / Rapid Prototyping / Wireframe / Art Direction / Digital Illustration
Heuristic Analysis / C & C Analysis / Persona Creation / Information Architecture / Brand Analysis & Design
Adobe Photoshop & Illustrator / Sketch / InVision / Figma / Jira*

EXPERIENCE

UX Designer (Contract), USC Radio Group

Remote | Apr 2020 – present

- Research and evaluate information architecture, user flow, and usability of existing wireframes for future design and iterations
- Help implement their newly established brand identity to archive a cohesive brand story
- Facilitate discussions and research sessions with internal teams, and work with the development team to create a pleasant user experience
- Be the UX bridge between Branding and UI design

Product & Branding Designer, Self Employed

Remote | June 2020 – present

- Designed small pandemic related consumer appliance such as air purifiers and commercial use soap dispensers for ODM companies
- Crafted brand books through contextual inquiries, research methods, trend boards, visual style guide, logos and typography to curate a complete visual brand experience for small businesses
- Created single brand elements and social media content such as copywriting, web banners, Instagram visuals, and other graphic designs for small businesses, art therapy studio and non-profits

Product Designer (Contract), WANDR

Remote | June – December 2019

- Designed user experience for client with responsive web product relates to procurement process
- Revamped and crafted information architecture, user flow, rapid prototypes to low-mid fidelity wireframes within a sprint process
- Facilitated communication between overseas UI designers, project manager and developer to help meet our goals and client's timeline
- Presented and iterated high fidelity concepts to client and hand off to developer for build to deploy

UI Designer (Freelance Contract), Akido Labs
Los Angeles | May 2019

- Help alleviate the current UI Design workload of Akido Labs for their healthcare client
- Work within the client's design system to design their Landing Pages, Marketing E-mail blast, and Instagram/Facebook Story Ads videos for various medical conditions

UX / UI Designer, Grid110
Los Angeles | August 2018

- Designed an integrated web on-boarding and networking platform for their cohorts to alleviate the current workload of their administrative officials
- Managed project timeline and conducted user interviews, surveys
- Synthesized findings with UX methods such as affinity mapping, C & C analysis, feature prioritization, user journey, low to high fidelity wireframe, usability testing, and a prototype

UX / UI Designer, Los Angeles Homeless Initiative
Los Angeles | July 2018

- This is a volunteer project done with Hack For LA, a non-profit group that assists in civil projects through tech and design
- Redesigned the current job searching feature on their website with UX methods like C & C analysis, feature prioritization, and visual design
- Presented and achieved government approval for the project

Designer Innovation and Advanced Projects, Vans, Inc.
Costa Mesa, CA | 2011 - 2018

- Researched, analyzed, and integrated 3D visualization tools into our footwear design and development process
- Designed new Women's footwear styles, color, prints, materials and tech packs for development
- Helped increased Women's Snowboard boots revenue for 20%
- Managed a 3D printing lab, and communicated with vendors and international counterparts
- Built Keynote presentation and presented for our team at the 1st VF 3D summit

Freelance Product Designer, Yusan Industries Limited
Remote | 2009 - 2011

- Designed digital electronic products included Apple accessories, digital receiver, and other small electronics through ideation, Illustrator orthographic and 3D modeling
- Designed new ID cards for factory workers to allow easy differentiation from workers of each of the two factories

EDUCATION

Art Center College of Design, Pasadena, CA
Bachelor of Science Product Design, 2005 - 2009

General Assembly, Los Angeles, CA
User Experience Design Immersive, June 2018 - August 2018

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