CATHERINE CHOI

USER EXPERIENCE DESIGNER AND RESEARCHER

UX designer and researcher with a background in PR and events and corporate brand management. Focused on identifying and proposing solutions to create positive experiences for users while also aiming for business needs.

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📍 New York, NY

in LinkedIn

💼 My portfolio

UX PROJECTS

Olive, Responsive Health Portal   **CareerFoundry**
View project: Adobe Xd   **Jan - Sept 2021**
- Intensive project-based training program with a focus on user-centered design process and Design Thinking process.
- Developed a health portal by user and competitive research, prototyping, and usability testing using AdobeXd, Balsamiq, and InVision

Word Book, Children's Vocabulary Application   **CareerFoundry**
View project: Figma   **Dec 2020 - Jan 2021**
- Applied fundamental principles of UX design, user-centered design and information architecture to a project-based UX course.
- Designed a mobile app by applying Lean UX-user research, prototyping, usability testing using Figma and Marvel

Frontend, Personal Portfolio Website   **CareerFoundry**
View project: My portfolio   **Sept - Oct 2021**
- Project-based training program with a focus in Frontend Development
- Created a portfolio website site by utilizing the basic principals of HTML, CSS and JavaScript using GitHub,Visual Studio Code, Sublime Text

EXPERIENCE

Freelance   **New York, NY — 2018-current**
- Created and executed private events
- Developed personalized travel itineraries
- Consulted, created and translated scripts for video content

Contract Manager
Associated Supermarket   **New York, NY — 2015-2018**
- Worked with and monitored daily vendors to maintain inventory
- Executed any IT issues and maintained POS system
- Achieved solutions for customer issues to promote satisfaction and sales

Global Promotions Coordinator - Public Relations   2013-2015
Tiffany & Co.   **New York, NY — 2001-2015**
- Collaborated in the creation of strategic client and press events (approx. 150+ events a year)
- Coordinated, communicated and monitored PR initiatives worldwide in compliance with brand guidelines to drive local store traffic
- Collaborated/led in the execution and production of events in NY for corporate, international VIPs, and press (approx. 40+ events a year)
- Supported in training Assistants, Associates and Interns
- Assisted in the development of the PR website

SKILLS

Card Sorting
Competitive Analysis
Prototyping
Usability Testing
User Personas
User Research
User Testing
Wireframes
HTML
CSS
JavaScript

TOOLS

Adobe Photoshop
Adobe Xd
Balsamiq
Figma
InVision
Marvel
Microsoft Office
Sketch
GitHub
Atom
Sublime Text
Visual Studio Code

EDUCATION

CareerFoundry
United States
Certificate in User Experience Design
Certificate in Frontend Development for Designers

New York University
New York, NY
Bachelors of Science, Studio Art