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.

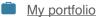
(917) 596-6524

cchoi.ux@gmail.com



New York, NY





UX PROJECTS

Olive, Responsive Health Portal

View project: Adobe Xd

CareerFoundry

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

2013-201

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

55

JavaScript

TOOLS

Adobe Photoshop

Adobe Xd

Balsamig

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