

WORK EXPERIENCE

- Apple** 07 2024 - Present
Product Zone Specialist, Calgary, AB
- I improved user experience by finding customer pain points, analyzing feedback, and refining solutions, which increased NPS. Also helped my team create a user-first mindset and smoother workflows, made products easier to use by simplifying information and focusing on accessibility and encouraged continuous improvement by asking the right questions and refining processes.
- Good Earth** 10 2022 - 09 2024
Barista, Calgary, AB
- I improved customer experience by streamlining workflows to make service more efficient, enhancing order accuracy to reduce mistakes, and fostering strong team collaboration to ensure smooth operations, even during busy hours.
- Beyond Brand** 03 2024 - 07 2024
Summer UX/UI Intern, Calgary, AB
- I redesigned client websites at Beyond Brand, improving both visuals and user experience while collaborating closely with clients to understand their needs. Through these interactions, I gained valuable insights into user expectations, effective communication, and balancing business goals with design decisions.

EDUCATION

Southern Alberta Institute of Technology (SAIT)
Calgary, AB — Web Design & Development / Diploma of Interactive Design, 2025

Lord Beaver Brook High School
Calgary, AB

SKILLS

UX/UI Design & Research
User research, wire-framing, prototyping, usability testing
Information architecture, accessibility, and user-centred design
Tools: Figma, Adobe XD, Miro, Maze, Google Analytics

Web Design & Development
HTML, CSS, JavaScript, responsive design
Basic PHP and SQL for dynamic web content
Tools: Figma, Visual Studio Code, GitHub, WordPress

Creative & Visual Design
Graphic design, branding, and traditional Korean painting (Minhwa)
Video editing and motion graphics
Tools: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Procreate

Problem solving & Collaboration

Chloe Su Eun, Choi
587-889-8520 | sueun.choi@icloud.com
[linkedin.com/in/chloesueunchoi](https://www.linkedin.com/in/chloesueunchoi)

HOBBIES & INTERESTS & OTHER RELEVANT ACTIVITIES

I volunteered with the Kids Cancer Care Foundation of Alberta, assisting in event setup to create a meaningful experience for children and families. Through this experience, I contributed to the community while collaborating with a team to support a successful event.

As a former member of the Korean War Commemorative Committee (KWCC), I received a Certificate of Appreciation from Senator Yonah Martin in 2022.

I am learning about traditional Korean painting (Minhwa) and actively working as an artist. Occasionally, I hold one-day classes at the Korean Community Centre to promote traditional techniques.