

# Choa Kim

## Digital Product Designer

Passionate and skilled Digital Product Designer with expertise in both UX and UI design. My primary goal is to deliver exceptional user experiences (UX) and user interfaces (UI) that align with a company's objective and users' needs.

I am interested in working in the education section, especially languages. As English is not my mother language, I am deeply empathetic and motivated to make an impact and inspire change through my design for language learners.

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## UX/UI Design Project

### Redesigning the Cambridge University Press & Assessment website

Nov 2023 / Self-initiated

- Responsible for creating innovative and user-centred design for the Cambridge University Press & Assessment
- Delivered exceptional user experience (UX) and user interfaces (UI) that align with the organisation's objective and our target audience's needs.
- Ensured that the product is aesthetically appealing, functional, and intuitive for our target audience.

### Mobile App - A health app that fits into your daily life

Jan 2023 - Oct 2023 / CareerFoundry

- Applied the user-centred design process and a mobile first approach to design a health app that fits into people's daily lives for an easy-peasy health care.
- Defined user needs and goals through user interviews and surveys, and developed personas, customer journey maps and sitemaps.
- Designed 34 high-fidelity screens, multiple prototype iterations and a style guide through various rounds of usability and preference tests.

## Experience

### Customer Care Assistant | MATCHES (A Fashion Company)

Jan 2022 - Jul 2023 / London, UK

**Collaboration:** Actively communicated with other relevant teams to address customers challenges. Reported about 80 issues to various teams, including the product design team.

**Creative Problem Solving:** Ideated solutions that could solve customers issues and suggested to the relevant team to improve customers' experience.

**Empathy and Customer Understanding:** An emphatic approach to creating products/service that users love. Maintained a consistent Customer Service level rating of 5 out of 5.

**Time Management and Multitasking:** Effectively managing multiple customer inquiries and issues, ensuring prompt responses and resolutions while maintaining a high-quality service standard.

### Social Media Volunteer | British Schools Museum

Dec 2021 - Feb 2022 / Hitchin, UK

**Marketing Expertise:** Boosted Instagram account reach by 482%, increased engagement by 74.1%, and grew followers by 2.6% using strategic reels and stories.

**Innovation:** Created posts designed to attract users, incorporating current trends and SEO marketing strategies

**Continuous learning:** Learned Google Analytics and Instagram Analytics to analyse the data.

## Skills

### Design

User-centred design,  
Wireframing and  
Prototyping,  
User interface design,  
Design system,  
Accessibility,  
Iterative design,  
Design fundamentals,  
Responsive design,  
Collaboration with  
Developers

### User research

User survey,  
User interviews,  
Usability testing,  
Persona hypothesis,  
Competitor analysis

## Tools

### Design

Figma, Miro, Marvel,  
Canva, Photoshop

### Front-End Basics

HTML, CSS, JAVA,  
VScode, GitHub

### Product / Project Management

Slack, Notion

## **Assistant Marketing Manager | NineStory (A theatre production)**

Jun 2016 - Oct 2018 / Seoul, South Korea

- Crafting impactful marketing events tailored to both the concept and users' needs.
- Efficiently managing the ticket office, including computer setup and staff supervision.
- Generating detailed sales reports using ticket systems and Excel.

## **Marketing Assistant | StoryP (A marketing agency)**

Apr 2014 - Jun 2016 / Seoul, South Korea

- Promoted from box office clerk to marketing assistant within 4 months by proactively participating in sales and marketing.
- Conducted daily admin work such as answering the phone, managing office supplies and facilities, creating invoices, and preparing documents for the team.
- Assisted the marketing manager and senior marketer with all relevant tasks concerning content creation, social media, marketing campaign and design
- Managed influencer marketing, for example by using celebrities from YouTube, Instagram, Facebook, or bloggers from Naver (South Korea's No1 search engine) to promote the performance.
- Managed group bookings, which included answering enquiries, setting up the payments and negotiating requests between the production team and group bookings.

## **Non-Relative Experience**

### **Retail Assistant | Honey and Milk Bakery**

Nov 2020 - Feb 2021 / Suwon, South Korea

**Temporary work while waiting for visa**

### **Customer Experience Team Member | Novello Theatre**

Nov 2019 - Aug 2020 / London, UK

**Temporary work while waiting for visa**

### **Barista | Starbucks**

Dec 2018 - Sep 2019 / London, UK

**Temporary work while waiting for visa**

## **Education**

### **UX Design Certificate | CareerFoundry**

Jan 2023 - Nov 2023

- 400+ hours intensive course for UX Designers, emphasising UX fundamentals and methodology: research methods, information architecture, personas, wireframes, prototyping, user testing and analytics.
- Additionally, I learnt the fundamentals of coding, including HTML, CSS, and Java.

### **Associate of Arts - AA, English Language | Suwon Women's University**

Mar 2010 - Jan 2011 / Suwon, South Korea

- General English Language, Children English Teaching Method, A qualifying course for computer skills (Microsoft Office, Photoshop)