

# Colby Cho

## Student + Product Designer

### Experience

#### UX Design Intern – athenahealth

June 2022 – August 2022 (Watertown, MA)

- Functioned as the sole UX Designer within a scrum team during this ten-week internship
- Revamped the Jotter tool, a visual clinical documentation tool for patient procedures
- Conducted discovery research, synthesized findings, produced high-fidelity designs based on actionable insights, validated these designs, and presented my work to key stakeholders
- >3X increase in user satisfaction and positively impacted service provided to 79 athena clients
- Work received strategic value recognition from the CEO and was prioritized for production

#### Product Development Intern – Markit Social, Inc.

June 2021 – September 2021 (Medford, MA)

- Responsible for developing the UX/UI of the new Markit Social app, an all-in-one event-finding and planning platform
- Conducted user research and produced market insights for the marketing and product teams, helping to grow the user base by more than threefold

#### UX Researcher – Tufts University

January 2021 – May 2021 (Medford, MA)


- Worked alongside Tufts University's TTS Design Team to improve the Tufts Student Life website (students.tufts.edu); where the goal was to promote a culture of diversity and inclusion through the website's content experience
- Conducted user research to inform the website design

### Extracurriculars

Member of Tufts Human Factors and Ergonomics Society, Member of Tufts Product Studio, and Captain of Tufts Men's Club Soccer

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### Education

#### Tufts University, 2019 – 2023

B.S. Engineering Psychology  
GPA 3.85

#### Certification(s)

Inbound Certified (HubSpot)

#### Awards

John Kreifeldt Excellence in Human Factors Award (Tufts University, 2023)

St. Michael's Book Award (St. Michael's College, 2017)

### Skills

#### Programming

HTML5, CSS, Javascript, C++, C, Python, Linux, PHP, MongoDB

#### Design

Adobe Photoshop, Illustrator, Indesign, Figma, Wireframing, SketchUp, Keyshot

#### Research

Personas, Task Analysis, Usability Testing, Questionnaire Design, Risk Analysis, Anthropometric Analysis, IBM SPSS, JASP

#### Miscellaneous

Basic Microsoft Office, Spanish (proficient)