

# Jonathan Choi

UX + Interaction Designer and glasses wearing enthusiast

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## Work Experience

### Habanero Consulting

Oct 2023 – Dec 2023 (Contracting)

#### UX/UI Designer

Conceptualized prototype flows for web based applications on desktop and mobile views for user and client review through collaboration with team members.

### Habanero Consulting

May – Sep 2023 (Co-op)

#### UX/UI Design Intern

Created brand-aligned graphic, digital, and video assets to support internal and client-facing projects alongside designers, developers and management.

### Nokia Canada

May – Sep 2022 (Co-op)

#### UX + Visual Interaction Design Intern

Collaborated with designers and developers to overhaul core components and key interfaces using Sketch and Flinto following background research for new releases.

## Academic Projects

### New York Times Playlist

Nov – Dec 2023

#### Experience, UX, Interaction Design

Implemented audio-based articles to help occasional readers consume content in order to retain existing subscribers who do not make the time to read. Aided in forming the user journey and creating interactions.

### Generational Library

Mar – Apr 2022

#### UX, Speculative, Interaction Design

Analyzed past and existing cultural spaces to invent a community organization/system to encourage and support intergenerational learning and relationships. Helped to create the user journey, copy and microsite.

### Ventura Future Promotion

Nov – Dec 2020

#### UX, Interaction, Graphic Design

Developed graphical and visual assets in a 4 person team to inspire and motivate designers to register for the event. Assisted in forming the art direction, creating copy and making interactions for the prototype.

## Career Skills

### Technical Expertise

Adobe Suite, Vegas Pro, Figma, Sketch, Flinto, Journey Mapping, Personas, Moodboards, Wireframing, Prototyping, HTML, CSS, JS, Copywriting

### Interpersonal Abilities

Teamwork + Collaboration, Leadership, fluency in Cantonese and English

## Education

### Simon Fraser University

Sept 2019 – Present

Majoring in Interactive Arts and Technology for a Bachelor of Arts

## Awards/Achievements

### SFU Open Scholarship

September 2021

### Dean's Honour Roll

February 2021

### BC District + Achievement Scholarship

June 2019

### Medal of the Maple Award

April 2018

## Interests and Activities

- Video editing
- Watching eSports
- Scouting
- Everything Star Wars
- Eating Sushi
- Playing games