

Jonathan Choi

UX + Interaction Designer and glasses wearing enthusiast

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Design + Other Experience

Habanero Consulting

May – Dec 2023 (Co-op + Contract)

UX/UI Designer

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.

New York Times Playlist

Nov – Dec 2023 (School)

Experience, UX, Interaction Design

Implementation of 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 (School)

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 (School)

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.

Pacific National Exhibition

Aug 2015 – 2019 + Oct 2019

Guest Experience Representative

Clarified information involving exhibition features and show times to customers at the PNE. Communicated over the phone and in person to provide engaging and memorable interactions for customers.

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