

Hi, I'm Meaghan Choi

Portfolio: meaghanchoi.com

Mobile: 226-929-1588

Email: meaghanchoi@gmail.com

EXPERIENCE

Product Designer, Noom Inc.

New York City | May - Aug 2015

- Redesigned the in-app signup flow to improve paid and free user enrollment, and increase conversion in onboarding. Owned the project from conception to production, which involved user research, prototyping, user testing, and interface design.
- Owned and initiated in-app buy flow redesign, with the goal of including new product offerings, reducing drop off and increasing conversion. Involved market and user research, prototyping, A/B testing.

Interaction Designer, Sequence LLC.

San Francisco | Aug - Dec 2015

- Created tailored experiences for online Banana Republic shoppers. Redesigned home and department pages, and created a mobileweb experience. Collaborated with clients to create detailed personas, owned development of a fully interactive responsive prototype and design guidelines.
- Collaborated with multiple Facebook stakeholders to begin the redesign Facebook for Business websites. The project involved information architecture, site audits and wireframing.

Digital Designer, CAPCO

Toronto | Jan - Aug 2015

- Designed Toronto Stock Exchange employee portal and dashboard proposal. Created all visual assets and developed a fully functional, interactive web interface while meeting aggressive presentation schedule.
- Created small business online account opening proposed design for Canadian Imperial National Bank. This project involved extensive market research to determine required features and test functionality
- Designed digital and print infographics, and digital presentations for major Toronto Dominion Bank

Web Designer and Developer, Hustle&Bustle

Toronto | May - Aug 2014

- Designed and developed fully responsive websites in Wordpress and HTML/CSS for small businesses and professionals.
- Worked with the Creative Director to rebrand Medly - a music-composing mobile app.

EXTRACURRICULARS

Vice President, UW/UX

2 years

Led rebrand for Water!UX, a club that aims to foster the design and UX community at the University of Waterloo. Involved new name and logo, brand assets and brand identity. Organized events and workshops for industry professionals to come and speak with students

Leader, Girl Guides of Canada

7 years

Organize meetings, conferences and events for girls ages 6 - 16.
Designed all print assets for end of year events

AWARDS

Capco Spot Award

Mar 2015

Awarded for demonstrating outstanding performance to achieve project and company goals.

Gold Duke of Edinburgh Award

Sept 2012

TECHNICAL SKILLS

Design Knowledge

Interface Design
Interaction Design
Prototyping
Usability Testing
User Research
User Personas
Illustration
Branding
Copywriting

Design Tools

Illustrator
InDesign
Photoshop
Sketch
InVision/Marvel
Axure
Framer

Development

HTML/CSS
jQuery

INTERPERSONAL SKILLS

Leadership
Communication
Collaboration
Initiative

EDUCATION

BASc, Systems Design
Engineering

University of Waterloo | 2017

Relevant Courses:

Human Factors in Design
Design, Systems and Society
Engineering Design
Economics of Design

INTERESTS

Scuba Diving
Ukulele
Boogie Boarding
Pastries