

# SAE BOM CHOI

Designer | Artist

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## EDUCATION

### Springboard

UX Design Career Track | 2020

### University of California, Berkeley

Bachelor of Arts in Art Practice  
Class of 2017

## DESIGN

Figma	Photoshop
Invision	Illustrator
Sketch	InDesign
XD	Premiere
Zeplin	After Effects

## WEB

HTML  
CSS  
Basic of JS  
Basic of JQuery

## FINE ART

Sketching  
Acrylic  
Pastel  
Ceramic  
Screen-Printing

## LANGUAGES

Korean  
English  
Mandarin

## WORK HISTORY

### 2018 Lead UI/UX Designer

- Current
- DoubleDoor Technologies Inc, Los Angeles, CA
- Manage and create end-to-end design process with a user-centered design methodology
  - Work closely with the founder and the project manager to define the clear guidelines of the products/features
  - Define user flow, site structure map, service hierarchies, and competitive analysis to produce solutions
  - Rapidly produce multiple concepts and prototypes of responsible web design to conduct A/B testing and usability testing
  - Collaborate with the development team to guide the implementation of designs and get direct feedback, and gather their insights about technical limitations
  - Partner with marketing and business team to create all aspects of design materials
  - Develop visual design layouts and assets that are integrated with the overall design components

### 2017 E-Commerce Coordinator/Graphic Designer

- 2018
- INA, Los Angeles, CA
- Managed website contents on a weekly basis
  - Created subscription newsletters and banners
  - Developed a business plan for website marketing

### 2017 Designer

- Test Acer, Mobile application, Berkeley, CA
- Designed the logo and assets for the mobile application that allows students to post study sessions that others can join

### 2016 Preparator/ Publicity (Internship Program)

- 2017
- Worth Ryder Gallery, University of California, Berkeley
- Assisted professional and student artists with the installation and presentation of their artworks
  - Prepared contents for the social media