

CHOI, SAE BOM

UI/ UX Designer

E-MAIL saebomchoi@berkeley.edu

WEBSITE <http://saebom-choi.com/>

EDUCATION

Springboard

UX Design Career Track 2020

University of California, Berkeley

Bachelor of Arts in Art

Class of 2017

DESIGN

Figma Photoshop
Invision Illustrator
Sketch InDesign
Axure Premeire
XD After Effects

FINE ART

Sketching
Acrylic
Pastel
Ceramic
Screen-Printing

WEB

HTML
CSS

LANGUAGES

Korean
English
Mandarin

EXPERIENCE

2020 User Experience Designer

- McGraw Hill Education | Irvine, CA

Current

- Define a comprehensive design system and document rules for the component, accessibility guidelines, UI states, and interaction to provide a coherent visual design strategy across products
- Work cross-functionally with product managers and engineers to anticipate potential use cases and evolutions of the product to create components that align with company UI
- Collaborate with product managers to conceptualize, wireframe, prototype, and develop business requirements into user-friendly products
- Analyze and evaluate user needs with the user research team to iterate and improve user experience with insights, data, and analytics
- Create high fidelity prototype to demonstrate the flow and define how an experience behaves differently based on different use cases
- Provide detailed specifications of the designs and partner with engineers during production to ensure a high-quality implementation and user experience

2018 Lead UI/UX Designer

- DoubleDoor Technologies Inc | Los Angeles, CA

2020

- Managed and created end-to-end design process with user-centered design methodology
- Defined user flow, site structure map, service hierarchies, and competitive analysis to produce solutions
- Developed visual design layouts and assets that are integrated with the overall design components
- Collaborated with marketing and business team to create all aspects of design materials

2017 E-Commerce Coordinator/Graphic Designer

- INA | Los Angeles, CA

2018

- Managed website contents and created marketing newsletters on a weekly basis
- Developed a business plan for website marketing

2017 Designer

Test Acer, Mobile application | Berkeley, CA

- Designed the assets for the mobile application that allows students to post study sessions that others can join