Jessica Choi

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EDUCATION

University of California, Irvine   **Expected Graduation: June 2025**
Bachelor of Science in Business Information Management   Cumulative GPA: 3.7
Relevant Coursework: Programming, MIS, Global Marketing, User Interaction, Data Management, Software Engineering & Design
Technical Skills: Python, Java, Javascript, HTML/CSS, SQL, C, C++, R

PROFESSIONAL EXPERIENCE

Paramount Global   **June 2023 - Present**
Technical Project Management Intern   New York, NY
- Engage with PMs to launch a mass communication tool for 48k+ employees at Paramount by analyzing employees' data files from ServiceNow's on-premise server, defining requirements for API listing, and setting up alerts based on real-time geographic location
- Grow production rate by 90% by developing a merger for international and domestic Paramount with Fusion in Salesforce, analyzing 30+ business continuity plans, production plans and risk assessments, and conducting impact analysis reviews for 300+ applications
- Lead a redesigning project on Salesforce's risk management software by conducting 5+ user interviews to identify 10 pain points, building wireframes and test cases to improve functionality and navigation, and producing 3 deliverables for implementation

STAR Research Lab   **June 2023 - Present**
Product Development Research Assistant   Irvine, CA
- Research 6 literatures relevant to sensual integration tools and alternative communication devices for young individuals with autism
- Transcribe 8 research group discussions and 4 interviews with technology developers to user responsiveness and accessibility
- Analyze data on 2+ user testing sessions to build wireframes and interactive prototypes for digital mental health support on Figma

Paul Merage School of Business   **March 2023 - June 2023**
User Experience Intern   Irvine, CA
- Migrated 45+ online course videos and interactive material from Vimeo to Panopto platform and conducted quality assurance checks
- Deployed 95+ lecture videos into Canvas by embedding videos into course pages & creating table of contents/tech support channels
- Revamped 16 course site features by analyzing usability and implemented 30+ accessible page layout designs using HTML/CSS

PROJECTS

jesshychoi.com (personal website: github link)   **August 2023 - Present**
Web Developer   Maple Valley, WA
- Develop and publish a personal portfolio website using HTML, CSS, and Javascript with responsive design & embedded animations
- Organize user flow, typography, low and high fidelity prototype wireframes, and conducted 4 usability tests on website features

GAIA (sustainability app)   **March 2023 - June 2023**
Product Manager   Irvine, CA
- Developed a business plan with extensive market analysis, product roadmap, use cases, ROI, and budgeting and financial projections
- Conducted 3 user personas, created user flow and wireframes, to design and prototype a sustainability education app using Figma
- Advanced into semifinals after pitching an app to 6 judges in the UCI Antrepreneur Center & awarded recipient of a $1000 prize

LEADERSHIP EXPERIENCE

Alpha Kappa Psi | Pi Psi Chapter   **June 2023 - Present**
Vice President of Marketing   Irvine, CA
- Increased recruitment attendance by 45% by refining the fraternity's brand identity with consistent, engaging content/campaigns
- Leveraged 8+ digital marketing strategies on Instagram and TikTok to increase the fraternity's online presence and reach by 100%
- Oversee 10+ mock interview, VP pitch, and investment and consulting cases to further improve 35+ members' professional growth

Management Information Student Society @ UCI   **March 2022 - April 2023**
Vice President of Marketing   Irvine, CA
- Bolstered Instagram and Facebook engagement rates by 70% by utilizing Figma and Canva to create weekly graphics and fliers
- Reached 730+ newsletter subscribers by offering exclusive incentives such as a mentorship program, and coding/data workshops
- Redesigned the organization website using Squarespace, leading to a 45% increase in monthly unique visitors in website traffic

CO-CURRICULAR ACTIVITIES/SKILLS/INTERESTS

Software: Google Suite, Photoshop, Confluence, Figma, Canva, Microsoft Office, Adobe Illustrator, Jira, MySQL, Wordpress, Scratch
Interests: Technology, Film photography, Art, Ecommerce, R&B, Skiing, Traveling, Thrifting, Learning languages, Culinary