

LIA MEEJIN CHOI

DESIGNER & FRONT-END WEB DEVELOPER

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EXPERIENCE

Blue Bottle Coffee — Shift Lead & Barista

San Diego | March 2022 - Present

- Managing a team of 12+ individuals in a high volume cafe, ensuring high customer satisfaction, identifying and solving any internal or external issues, and performing daily operational tasks to fulfill company goals
- Fostering an environment of constant growth within the team by facilitating appropriate training and feedback with effective and healthy communication, inspiring continuous improvements in workflow, hospitality, and product quality
- Generating an increase in customer retention by consistently maintaining the high standards set by Blue Bottle Coffee by staying attention to acute details and providing exceptional guest experience

A'cuppa — UI/UX Designer

Remote | August 2021 - August 2022

- Produced coordinated, high-fidelity designs and prototypes for A'cuppa's mobile and web interface from the ground up, translating concepts into viable design solutions that could be optimized for a wide range of audience
- Communicated with the operations team weekly to strategize and conceptualize design opportunities that would better suit the team's vision and ultimately satisfy A'cuppa's core business objectives
- Consistently evaluated user feedback throughout the entirety of the project, implementing changes in design elements for positive user experience and thoroughly troubleshooting any technical issues that arose during the process

UC Berkeley Library — Digital Imaging Technician

Berkeley, CA | September 2019 - May 2020

- Performed digitization services for the preservation and restoration of essential imaging projects using Adobe Photoshop and Adobe Bridge along with other industry specific programs

Berkeley PBL — Design Project Manager & Design Committee Chair

Berkeley, CA | January 2018 - December 2018

- Directed a team of 5+ design consultants in producing both external and internal client work, including semi-yearly recruitment materials and structural redesign of the organization's brand
- Lead a redesign project for Icebox, a startup in Berkeley SkyDeck, as a head designer, producing multiple design deliverables for their mobile and web interfaces, as well as rebranding their logo
- Mentored and fostered a student committee and organized weekly curriculums and workshops to train in industry-specific applications including Adobe Photoshop and Adobe Illustrator

EDUCATION

University of California, Berkeley

B.A. Cognitive Science
and Minor in History of Art
with a Certificate in Design
Innovation

RELATED COURSES

Structure and Interpretation of Computer Programs, Human-Centered Design, Data Structures and Algorithms, Web Design, Design Methodology, Ruby on Rails, Brand Identity Graphic Design, Graphic Design Principles, Web Architecture, User Interface Design and Development, Product Design Studio, Computational Models of Cognition, Visual Communication and Sketching

FLUENCY

Programs

Adobe Suite (XD, AI, PS, LR, AE, BR, ID), Figma, Sketch, Procreate, Invision

Languages

HTML, CSS, JavaScript, React, Java, Python, Git, Ruby, Ruby on Rails, Korean