

# Tiffany Chokry

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## PROFESSIONAL EXPERIENCE

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### UI/UX Designer

10/2020 - Present

Simply Independent Inc | *San Diego, CA*

- **Led User-Experience and User-Interaction** for Simply Independent MVP launch in a fast-paced, dynamic environment
- **Designed and developed the infrastructure and architecture** of their website and product features, boosting customer retention and engagement by 180%
- Designed layout and style guide of their landing pages to enhance functionality and usability for the audiences
- **Build interactive prototypes** to illustrate and demonstrate how the application would integrate with their system
- Assist them in editing and adding content via the web content management system, Squarespace & WordPress
- Orchestrated the front-end development and framework using tools including HTML, CSS3, Javascript, and Bootstrap

### UX Designer and Researcher

10/2020 - Present

UCSD Design Lab - Diabetes Design Initiative | *San Diego, CA*

- Conducted user testing and developed versioning of the CGM and diabetes education tools using GIT
- **Created actionable and intuitive design flows** by developing a tool-map, high fidelity wireframes, and tool hierarchical structure
- Designed, built, and tested interactive prototype to iterate and evolve design concepts of the education tool
- Managed UI development and changes via HTML, CSS3, Javascript, JQuery, and XML

### UI/UX Designer and Researcher

09/2019 - Present

HomeHub | *San Diego, CA*

- **Conducted user-centered research, created personas and scenarios** to understand the targeted user journeys, increased data collection efficiency by 35%
- Optimizing idea to fruition in collaboration with programmers and marketing analysts to maximize stakeholders value and experience
- **Organized, tailored, and moderated virtual user testing using qualitative methods** based on personas and use cases.

### Media and UX Intern

09/2018 - 11/2018

Asian Culture & Media Alliance | *San Diego, CA*

- **Conceptualize, re-design, and develop** pages and custom features of their website
- Integrated their web content, along with their related services and products throughout the user experience and brand guideline, increase user engagement by 5%
- **Designed the user experience and content management system** to improve users' digital experience

## EDUCATION

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**Bachelor of Science in Design and Interaction** | University of California, San Diego

Expected Mar. 2021

- Provost Honors

**Major in Computer Science** | De Anza College

Mar. 2016 - Sept. 2018

- GPA: 3.50
- Dean's List

## SKILLS & TOOLS

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**Skills:** User Research | Prototyping | Wireframing | Storytelling | Usability Testing | A/B Testing | Information Architecture

**Tools:** Figma | Adobe Creative Suite | InVision | MySQL | HTML/CSS | Java | Python | C++ | Wordpress