

KRISTI CHOI

PRODUCT DESIGNER

805.890.9515 | kristijchoi@gmail.com | www.kristijchoi.com

EXPERIENCE

EVENTS.COM | PRODUCT DESIGNER

San Diego/Oct 2016 - December 2017

- Leading features throughout all stages of design from concept to development, and product-testing
- UX/UI design for a SAAS web and mobile product
- Usability testing, interactive prototypes, storyboards, wireframes
- Collaborating with a team of engineers and PMs to create intuitive and meaningful experiences for users

INKNEAD | PRODUCT DESIGNER

San Diego/Sept 2016-Jan 2017

- Leading UX/Visual design for the mobile app InKnead
- Conducted 1-week Google Ventures Design Sprints
- Storyboards, interactive prototypes, competitive analysis, user-research, user-testing, style-guides

FREELANCE | PRODUCT DESIGNER

San Fransisco & San Diego/Oct 2016-Present

- Designed webpages and mobile apps with UX/UI methodologies
- User-research, competitive analysis, usability testing
- Designing web-based solutions, prototypes, wireframes, and style guides

CANALE COM | PROJECT COORDINATOR

San Diego/Nov 2015-Oct 2016

- Project and brand management re-designs of websites for clients
- UX writing and strategic messaging for websites
- Collaborating with stakeholders and developers to serve client needs and renovate branding of products

MERIDIUS HEALTH | PROJECT COORDINATOR

San Diego/Aug 2014-5-Nov 2015

- Project coordination for consumer-focused needs
- Project management and client communications for designs and re-designs of websites and presentations

EDUCATION

UCSD- Bachelor of Arts
Literature with Course focus
in HCI (Honors) | 2014

Course Taken:
Human-Computer
Interaction Design (CG33,
COGS120)

UCSD - Coursera Certificate
| Interaction Design
Specialization | 2015

SKILLS

Usability Testing
Interactive Prototypes
Wireframes
UX Evangelism
Responsive Design
Typography
Competitive Analysis
Story-boarding
User Research
Personas
AB Testing
User Flows
Style Guides
Brand Creation
Graphics
Email Marketing
Social Media

TECHNICAL

Sketch App | Axure |
InVision | Adobe Suite-
Illustrator & Photoshop |
InDesign | HTML5 &
CSS3 | JavaScript