

Jiin Choi

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EXPERIENCE

UX/UI Designer - Freelancer

May 2023 - Oct 2023 | THT

- As a solo designer, managed the entire process of social dating app project from concept to the final deliverable, **completing the project in 3.5 months.**
- Conducted market research and competitive analysis to identify user needs, market trends, and opportunities.
- Defined the product's design strategy, objectives, and target audience to align with our business goals.
- Creating IA, wireframes, prototypes, and visual designs to communicate design concepts and interactions.
- To facilitate smooth collaboration with team members, documented the project plan and screen specifications.
- Built a design system and make design guidelines.
- Iterating and refining the design based on user feedback and usability testing result.
- Conducted admin planning and design for seamless app operations.

UX/UI Designer

Feb 2022 - May 2023 | G&ONE

- Designed E-commerce & pet health care app (overall flow and UXUI design, wireframing, user research, prototyping, UX writing) and **helped to bring it to launch within 4 months.**
- Collaborated with a content designer for various tasks, including SNS management, creating new packages, and designing product detail pages.
- Continuously incorporated user feedback into feature enhancements and new feature planning and design.
- Create style guidelines for developers and other team members to ensure consistent user experiences.
- Redesigned the admin interface with a focus on convenience for employees operating the application.
- Designed UX/UI for an application introduction webpage and an Investor Relations (IR) presentation to secure investments for the company.

General Affairs

Apr 2019 - Sep 2020 | DB Insurance

- Prepared and managed sales statistics and reports every week.
- To contribute to the sales expansion of the assigned branch, ensuring Prime Agents (PAs) established contracts smoothly through swift new contract assessments and **providing accurate and prompt responses to customer** inquiries and requests.
- Reviewed contract payments, contract legality, and related document validity to safeguard the company's interests and security in ensuring branch contract retention.
- Provided professional services and support, resulting in a reduction in customer external complaint percentages.
- Proven ability to **learn quickly and adapt to new situations.**

Guest Service Agent

Nov 2017 - Mar 2019 | Somerset Palace Seoul

- Consistently maintained a **customer-centric mindset**, which led to receiving commendation letters from hotel guests.
- Reduced complaint frequency by empathized with their concerns, analysing and resolving guest issues, implementing preventive measures.
- Collaborating closely with various departments to coordinate seamless guest experiences.
- Regularly documented hotel incidents, guest comments, financial records for C-level executives.
- Quickly adapting to unexpected situations and finding efficient solutions while keeping guest comfort and safety a priority.

SKILLS

Design

Wireframing, Rapid Prototyping, Responsive design, Design Systems, Visual Design, Interaction Design, 3D, Agile & lean UX

Research

User Research, Usability Testing, User Journey Mapping, Personas, Affinity Diagrams, Information Architecture

Toolkit

Figma, Sketch, Wix, Adobe Illustrator, Adobe Photoshop, Framer, Spline(3D), Pen+paper

And more

Communication Skills, User-Centered Thinking, Team work, Leadership, Customer Service

EDUCATION & COURSES

UX/UI Design Bootcamp

Aug 2021 - Jan 2022 | Bom Academy

Human factors in design, UXUI Theory, Typography, Grid System, Design system, Responsive/static web design, Isometric, Graphic Design

Associate's Degree, Aviation Service

Mar 2014 - Feb 2016 | Seoyeong University

Full scholarship

Education and practical training in language instruction and service theory for the aviation and tourism industry

HONORS & AWARDS

Ranked 2nd in performance for the second half of 2019

Issued by DB Insurance Co., Ltd | Feb 2020

Ranked 5th in performance for the first half of 2019

Issued by DB Insurance Co., Ltd | Aug 2019