

KILEY CHOI

UX & UI

CONTACT

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Boston, MA

SKILLS

Figma	
UI Design	
After Effects	
UX Research	
HTML5 / CSS	
Adobe XD	
Adobe Photoshop	
Data Analysis (R, SPSS)	
Copywriting	

HOBBIES

Playing piano | Creative writing |
Personal art & animation | Spoiling my
cat | Live music | Hot yoga | Travel & the
occasional off-the-grid trip

EXPERIENCE

USER EXPERIENCE DESIGNER, 2021

SENIOR USER EXPERIENCE ANALYST, 2020

MORGAN STANLEY | JUN 2020 - PRESENT

- Created Gradifi's 500+ component and style design system in Figma and mentored teammates on best practices for use
- Led UX/UI design for multiple major projects and features, spanning across screen sizes and addressing flows from internal intranet to participant-facing platforms
- Planned and executed a variety of usability studies, including card sorts, moderated sessions and unmoderated sessions, after which I analyzed the results using both qualitative and quantitative methods.

STRATEGIC COMMUNICATION CO-OP

DRAPER | JAN 2019 - JUL 2019

- Planned and executed organic UAT with over 200 participants for wehackthemoon.com, a digital campaign that was nominated for a Webby Award in 2020
- Designed custom interface and backgrounds for a photo booth used in the Hack the Moon LIVE exhibit and managed their implementation
- Produced static and animated assets for Boston transit stations, NASA contract proposal cover, social media, Draper.com and partner websites
- Built out press release, brand journalism and parallax history pages on Draper.com utilizing Drupal CMS

GLOBAL BRAND & EXPERIENTIAL MARKETING CO-OP

DELL TECHNOLOGIES | JAN 2018 - JUN 2018

- Assisted in prototyping, designing and producing the Dell Technologies World mobile application, contributing to a 49% increase in usage YoY
- Managed 160 digital banner placements
- Tested, trained and launched a new AI Chatbot
- Conducted and analyzed in-depth, retrospective research on Dell vs. competitor performance

EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY

M.S. HUMAN COMPUTER INTERACTION | 2020 - 2022

NORTHEASTERN UNIVERSITY

B.S. MARKETING & INTERACTIVE MEDIA | 2016 - 2020

Honors College Graduate, Summa Cum Laude Distinction

RISE Data and Digital Storytelling Award

GPA: 3.90