

Kiley Choi

UX DESIGNER & RESEARCHER

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LOCATION: Greater Boston Area, MA, US

Experience

MORGAN STANLEY (PREVIOUSLY E*TRADE)

June 2020 – Present

Intermediate UX Researcher

Served as the UX Research Lead and SME for 7 completed research projects that included both exploratory and evaluative studies and had a variety of different UX design collaborators and constraints; Utilized mixed methods including usability sessions, surveys, user interviews, card sorts, and tree tests; Created novel approaches for communicating insights back to the business in a more engaging and effective way, including study “cheat sheets” and python data visualizations; Pushed for the inclusion of quantitative analysis in all appropriate studies and used the R programming language to calculate nonparametric inferential statistics.

Senior Analyst, UX Design / UX Designer

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

UPSTAGE CRM

July 2021 – September 2021

UX Design Contractor

Collaborated with another talented UX Designer to test, improve, expand on, and finalize her original lower-fidelity designs; Executed a smooth, on-time handoff of 60+ desktop screens and 120+ mobile screens for the patron product experience with detailed developer specs to stakeholders; Produced low-fidelity mockups for administrator-side expansion features.

DRAPER

Strategic Communication Co-op

January 2019 – July 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 interface, interaction animations, and layered backgrounds for a photo booth used in the Hack the Moon LIVE exhibit; Produced static and animated assets for Boston transit stations, Nasa contract proposal covers, social media, Draper.com, and partner websites.

DELL TECHNOLOGIES

Global Brand & Experiential Marketing Co-op

January 2018 – June 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 and “trained” a new AI help Chatbot; Created static and animated promotional materials.

Education

ROCHESTER INSTITUTE OF TECHNOLOGY

M.S. in Human-Computer Interaction

September 2020 – May 2023

NORTHEASTERN UNIVERSITY

B.S. in Interactive Media & Marketing

Awards & activities: *Summa cum laude* graduate, Beta Gamma Sigma inductee, RISE Data & Digital Storytelling award-winner, correspondent for *The Avenue* magazine

September 2016 – May 2020

Skills & Hobbies

SKILLS

UX Design software (named “Figma Guru” by previous coworkers); HTML, CSS, and d3.js familiarity; qualitative research & thematic analysis; quantitative research & statistical analysis (Excel, R, python); Animation (Adobe After Effects); Adobe Creative Suite; Agile collaboration, Project management; Presentation skills

HOBBIES

Attending live music shows; taking care of my two cats; finding my next tattoo artist(s); writing; reading; traveling (while avoiding all things tourist-y); video games; and hiking!