

Kiley Choi

USER EXPERIENCE DESIGN & RESEARCH

CONTACT

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LOCATION

Greater Boston Area, MA
United States

Work Experience

Morgan Stanley

June 2020 – Present

AVP, Senior User Experience Researcher, Wealth Management

January 2023 – Present

Intermediate User Experience Researcher, Morgan Stanley at Work

January 2022 – December 2022

Collaborated with UX, product, and business stakeholders ranging from VPs to Managing Directors to define their research goals and translate them into effective generative and evaluative UX studies; Applied methods such as 1:1 interviews, workshops, focus groups, surveys, and usability tests; Was designated as the resident expert for mixed methods and quantitative research approaches and began teaching and mentoring others; Established myself as the go-to research lead for complex and ambiguous product spaces or stakeholder relationships; Tailored and delivered a number of influential research readouts and presentations to varied audiences; Selected for the McKinsey Management Accelerator program.

*User Experience Designer, Gradifi by E*TRADE (Pre-acquisition)*

June 2020 – December 2021

Led end-to-end UX research and design for major projects and features, spanning screen sizes and addressing experiences from intranet flows to new participant-facing products; Planned, executed, analyzed, and applied the findings of a variety of self-led exploratory and evaluative UX studies.

Upstage CRM

July 2021 – September 2021

User Experience Contractor

Collaborated with a UX Designer to research, improve, expand on, and finalize her original low-fidelity designs; Produced wireframes for administrator-side expansion features within a tight timeline based on product requirements, design iteration, and heuristic evaluation.

Draper

January 2019 – July 2019

Strategic Communication Co-op

Highlight: Planned and executed UAT for wehackthemoon.com, a digital campaign that was nominated for a 2019 Webby Award.

Dell Technologies

January 2018 – June 2018

Global Brand and Experiential Marketing Co-op

Highlight: Helped design, prototype, and develop the Dell Technologies World mobile application, contributing to a 49% increase in usage YoY.

Education

Rochester Institute of Technology

September 2020 – May 2023

M.S. in Human-Computer Interaction

GPA: 4.0

Northeastern University

September 2016 – May 2020

B.S. in Interactive Media & Marketing

Achievements: Summa cum laude graduate, Beta Gamma Sigma inductee, RISE Data & Digital Storytelling award winner, Correspondent for The Avenue Magazine

GPA: 3.9

Skills

User Interface Design

Design Systems

Stakeholder Management

Project Management

Wireframes / Prototypes

Agile Methodologies

Qualitative Research & Analysis

Quantitative Research & Analysis

Motion Design

Presentations / Reports / Briefs

Interviews

Focus Groups

Surveys

Personas

Concept Testing

Usability Testing

Comparative (A/B) Testing

Journey Mapping

Tools

UserTesting

Optimal Workshop

Figma

Roadmunk

UserZoom

R for Data Analysis

InVision

Microsoft Office

Qualtrics XM

Microsoft Excel

Jira / Confluence

Adobe After Effects