

Kiley Choi

UX RESEARCH, DESIGN, & STRATEGY

CONTACT

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(781) 248-6080

LOCATION

Greater Boston Area, MA
United States

Work Experience

Morgan Stanley

AVP, Senior User Experience Researcher, Wealth Management

Intermediate User Experience Researcher, Morgan Stanley at Work

June 2020 – Present

January 2023 – Present

January 2022 – December 2022

- Led 20 effective generative and evaluative studies regarding complex financial products, from two weeks to months long, involving 3,203 total participants as well as stakeholders from design, product, technology, and business ranging from Associates to Managing Directors;
- Applied appropriate methods per study to derive actionable insights, such as 1:1 interviews, workshops, focus groups, surveys, usability tests, card sorts, tree tests, concept tests, and novel emotion wheels;
- Educated and mentored teammates in mixed methods and quantitative research, including modern, nonparametric analysis methods;
- Tailored and delivered influential research reports and presentations to cross-functional audiences, the most successful of which enabled Executives to confidently make long-term strategy and budgetary decisions for a major Advisory product;
- Spearheaded a benchmarking initiative within the Advisory product ecosystem to quantitatively track UX design impact over time.

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

June 2020 – December 2021

- Worked as a UX generalist for Gradifi's suite of financial wellness employee benefit products, spanning screen sizes and project scopes;
- Handled participant-side UX for a complex, eight-month-long project, leading to a successfully launched new benefit product with one of our highest-profile clients and enabling 6,234 employees to receive \$9.8 million in employer contributions to their student loans in 2021;
- Planned, performed, analyzed, and applied self-led, tactical UX Research studies at varied stages of the design and development process;
- Created Gradifi's 500+ component and style design system in Figma, collaborating closely with developers to connect it back to the codebase.

Upstage CRM

User Experience Design Contractor

July 2021 – September 2021

- Collaborated with another UX Designer on a comprehensive, mobile-first, patron ticket-buying experience, which involved lean qualitative research, iteration, peer review, expansion, and finalization of her original lower-fidelity designs, culminating in a smooth development hand-off;
- Created wireframes collaboratively for admin-side expansion features based on product requirements, design iteration, and heuristic evaluation.

Draper

Strategic Communication Co-op

January 2019 – July 2019

Dell Technologies

Global Brand and Experiential Marketing Co-op

January 2018 – June 2018

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, RISE Data & Digital Storytelling award winner, Beta Gamma Sigma inductee, Correspondent for The Avenue Magazine

GPA: 3.9

Skills

Stakeholder Management
Project Management
Qualitative Research & Analysis
Quantitative Research & Analysis
Presentations / Reports / Briefs
Interviews
Focus Groups
Surveys
Concept Testing
Usability Testing
Comparative (A/B) Testing
Personas
Journey Mapping
Wireframes / Prototypes
Agile Methodologies
User Interface Design
Design Systems
Motion Design

Tools

UserTesting

Optimal Workshop

Figma

Roadmunk

UserZoom

R for Data Analysis

InVision

Microsoft Office

Qualtrics XM

Microsoft Excel

Jira / Confluence

Adobe After Effects