

JULIA CHOY

Product & Experience Designer

Contact

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Skills

Interaction Design
User Research
Competitive Research
Persona Development
Site Mapping
Wireframing
Prototyping
Usability Testing

Toolkit

Sketch
InVision
Zeplin
AdobeXd
Adobe Photoshop
Marvel
OmniGraffle

Awards

Jet.com UX Hackathon
2nd Place Winner
April 2017

NYC OpenRecords Hackathon
Homepage Challenge Winner
Feb 2017

Education

General Assembly
User Experience Design
Jan 2017

Boston University
B.S., Hospitality Administration
May 2011

Experience

POPiN (popin.nyc)

Lead UX/UI Designer | New York | April '17 - Aug '17

- Conducted user research and testing to inform design decisions made on UX/UI of mobile app and finalize for late July private beta launch.
- Designed gym partner web apps for different role access and capabilities for the front desk, local admin, and account admins.
- Collaborated with CEO & CTO on product roadmap, features, and user flows.

Publicis North America

Experience Design Intern | New York | June '17 - Aug '17

Swiffer Campaign Pitch Winner:

- Conducted primary and secondary research and collaborated with data science and analytics to uncover insights and a new target market.
- Collaborated on creating a multi-channel ecosystem along consumer's journey and created wireframes for new campaign microsite.

Client Work:

- Created InVision prototype for user testing of new Garnier designs and wireframes for new design implementations for HPE and AXA.
- Worked on information architecture, content strategy, and homepage wireframes for War Child USA site redesign.

Parameters.co

UX Design Intern & Project Manager | New York | March '17 - April '17

- Led discovery phase and design solution initiative for new product idea with data science intern and front end developer intern.
- Established new product idea's direction via user research, synthesis, wireframes and prototype.

Tribe of Five

UX Designer & Project Manager | New York | Dec '16 - Jan '17

- Transitioned email-based habit forming & accountability program into iOS Mobile App prototype.
- Managed research, persona development, user wire flows, usability testing, content copy writing & editing.
- Created extensive research report & spec doc with style guide, app map, and wire flows for developer handoff.

Loews Hotels, LLC & Pier Sixty, LLC

Operations Manager | Orlando, Philadelphia, NY | June '11 - Oct '16

- Conducted interviews and research to better understand employee and guest perspectives, pain points, needs and operational issues.
- Tested & implemented various solutions, processes and programs to increase employee morale, guest satisfaction, and improve operational efficiency.