

GARAM CHOI

206.619.2262 | garamchoi@protonmail.com | [linkedin.com/in/garamchoi](https://www.linkedin.com/in/garamchoi) | www.garamvchoi.com

UX DESIGNER

Merging user experience with data to drive accessible design

Experienced UX Designer focusing on both design and functional qualities to help produce attractive, user-friendly, and intuitive interfaces. Specialized in leveraging quantitative and qualitative data into actionable insights. Demonstrated success in strong leadership skills and an eye for improving business metrics in a broad range of industries, including finance, hospitality, healthcare, and academia. Expertise in:

Product Design	Visual Design	Prototyping
Mockups	Typography	Iconography
Wireframing	Responsive Design	Usability Testing

UNIVERSITY OF WASHINGTON | Seattle, WA *May 2022-Present*

Website Designer

Ensured the creation and delivery of great user experiences via a redesigned website that best showcases organization objectives. Conducted interviews, created wireframes, and prototypes to effectively bring to life interaction and design ideas.

- Conducted 50+ interviews with prospects and existing users, identified and solved for 5 major pain points, driving user completion rates by 10%.
- Led weekly cross-functional ideation meetings to improve website design, implementing 20+ quarterly updates, driving 46% lift in traffic.
- Contributed to visual designs to homepage and 2 other priority work, accomplishing 12 deliverables, including storyboards, creative briefs, illustrations, and layouts.

FREELANCE | Seattle, WA *April 2021 - April 2022*

UX Designer | www.garamvchoi.com

VIVA APP

Designed mobile app that allows users to purchase concert tickets at a unified source without service fees or order processing fees. Established a transparent way of allowing the ticket sales going directly to the creators.

- Increased user satisfaction by 84% and perceived findability of information by 45% by simplifying the navigation structure by showcasing imagery, location, and dates. Maintained a competitive edge against 3 competitor products and industry trends.
- Led the strategy, flows, and design of concert ticket lookup feature, decreasing order status calls by 83%.
- Performed tests on user interface elements such as CTAs, layouts, target links, landing pages, and banners resulting in 39% higher engagement.

JOB HUNTER APP

Created a mobile app to display and apply for job opportunities all in one destination using detailed filters and quick apply features in a more efficient and organized manner. Offering real time progress throughout the job search for more visibility.

- Obtained user data with analytics reporting, task analysis, and participatory design techniques and leveraged data to create iterative improvements, increasing user satisfaction by 33%.
- Customized detailed on-site search experience in development with email campaigns, increasing user engagement by 61%.

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RECIPE ORGANIZER WEBSITE

Designed a responsive website using Adobe XD that allows users to find recipes based on personal preferences to provide a simple and engaging experience. Implemented a clear system for browsing through recipes and explaining clear instructions.

- Achieved 15% increase in user satisfaction through the creation of interactively tested, data-driven, and user-centered design. Identified 3 target user groups and carried out 6+ interviews to help understand user needs.
- Developed 2 user personas with scenarios to improve functionality and usability for target audience contributing to 15% increase in conversions.

DUBHACKS '21 HACKATHON | Seattle, WA October 2021

UX Designer

Redesigned the Zoom mobile app into a comprehensive video experience with a strong focus on usability and accessibility in a team of 4 people. Increased accessibility by providing a non-verbal feedback icon allowing users to type their questions or thoughts without it getting lost in the chat session.

- Modified new video conferencing interface using only existing site components; Collaborated with Frontend Developer, Engineering, and Product Team within 72 hours.
- Managed redesign of internal tracking system and collaborated with cross-functional team, resulting in 20+ new features.

ADDITIONAL EXPERIENCES

Management positions with Red Bicycle and Roosevelt Dental Center

July 2015 - November 2022

- Mentored the team to improve our accounts receivable from 54% to 98% net collection rate within 1 year.
- Implemented marketing and promotion tactics, leading to 90% growth in traffic from social media posts.

Accounting/Tax/Audit positions with H&R Block, BDO USA, GCI, Nana Management Services, and Alaska USA FCU

December 2010 – July 2015

- Collaborated with senior leadership, executives, and board of directors concerning areas of financial opportunities that resulted in an increase of annual revenue by \$7 million.
- Conducted 5+ fieldwork activities and analyses for 20+ forensic audits. Identified 4 companies concerning operating trends, aggressive accounting practice, and unsustainable earnings growth; successfully detected 15 early warning signs of risky accounting behaviors.

EDUCATION

Google UX Design Certificate - January 2022

University of Alaska Anchorage

Bachelor of Business Administration - May 2013

TECHNICAL SKILLS

Figma, Adobe XD, Adobe Creative Suite, Microsoft 365 Suite, SQL, Oracle, Deltek Costpoint, Adaptive Planning, Ross ERP, Cor360, Hyperion, TrustRite, OTG (ApplicationXtender), SecureTrans, Snagit, Social Media (Twitter, Instagram, Facebook)