

SOOJUNG CHOI

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UX/UI DESIGNER

I am accomplished UX/UI designer with a creative background in game design. History of success in designing games and products valuing user experience as the final decider for quality - conducting research with mixed methods in order to improve gameplay experience and creating functional prototypes for digital products based on research. Strength in applying extensive experience in game design to UX/UI design to rapidly iterate upon design concepts for improved product development.

KEY SKILLS

UX Skills: Research | Synthesis | Ideation | Wireframing | Prototyping | Heuristics Evaluation

UX/UI Tools: Figma | Google Suite | Affinity Suite | GitHub | Javascript | CSS

Software: Procreate | Clip Studio Paint | Photoshop | Affinity Designer

Project Skills: Collaborative | Leadership | Creativity | Adaptability | Communication

PROFESSIONAL EXPERIENCE

JP Import - Kpretty | Hybrid

January 2025 - present

UX Researcher

Technology: OBS, Figma, Google Suite

Description: Conducting research using UX mixed-methods research studies to improve online advertisement for a skincare product e-commerce website Kpretty in order to increase site traffic and business. Presenting data to the developer and web designers to improve upon the information architecture of the site to make the site easier to navigate for customers.

- **User Interviews:** Conducted user interviews to gain insight into how people engage with online ads, discover new e-commerce websites, and buy skincare products to develop solutions for improving Kpretty's online advertising.
- **Usability Studies:** Facilitated usability tests for users to test the current Kpretty website checkout flow to assess newcomers' ability to navigate the site and learn what their impressions are.
- **Research Analysis and Synthesis:** Created affinity maps to analyze user research data to identify patterns in people's online shopping behaviors and understand current user needs on the Kpretty e-commerce site. Synthesized findings into actionable insights to improve the site's information architecture to make it easier for users to navigate.
- **Informing Product Development:** Presented research data to the main developer and CEO and proposed changes to the website to restructure the information architecture to prioritize the product types, skin types, and skincare routine categories in the product menu and homepage over brands.

General Assembly | Remote

September - December 2024

UX/UI Design Apprentice

Completed 500+ hours of a UX design development program, delivering 4 projects across the full UX design & UX research lifecycle. Focused on building user-centric web and mobile applications. Utilized these skills to implement web and mobile design solutions for different clients, both individually and collectively.

Projects:

Marble Collective (Founder Kristin Thomas)

November - December 2024

Case Study (<https://www.soojungchoi.work/marble-collective-profile-redesign>)

UX/UI Researcher & Designer

Technology: Figma, FigJam, Google Suite

Description: Focused on redesigning the Featured Member profile page to improve user engagement and relay relevant information. Collaborated with a team of 3 UX/UI designers to conduct research and update the profile page design based on our findings.

- **Heuristics Evaluation:** Performed a heuristics evaluation of Marble Collective's current website based on Nielsen's 10 Usability Heuristics. Discovered slow loading times and wide vertical layout of a Featured Member's information on Marble Collective's profile pages that spread essential information across too much space.
- **User Interviews and Usability Studies:** Conducted user research, including 2 user interviews and usability tests on Marble Collective's existing site, gathering actionable insights to inform the redesign of the profile page.
- **Wireframing and Prototyping:** Created a hi-fi prototype in Figma that showed the new design of the profile page and other relevant pages to the profile such as a timeline of the Featured Member's life, a Featured Member's work, a Featured Member's recommended media, and a Q&A section.

- **Product Development Insights:** Presented our findings to Kristin Thomas, who planned to have Marble Collective implement our proposed design in the existing profiles.

StreetSmARTS Mobile App

October - November 2024

Case Study (<https://www.soojungchoi.work/streetsmarts-mobile-app-design>)

UX/UI Researcher & Designer

Technology: Figma, FigJam, Google Suite.

Description: Created a mobile app based on the San Francisco StreetSmARTS program, which connects property owners to muralists so they can commission a mural to cover illegal graffiti. Collaborated with a team of 2 UX/UI designers to conduct user research, create wireframes and a prototype, and usability test our app.

- **Competitive & Comparative Analysis:** Conducted competitive and comparative analysis with other mural art programs similar to StreetSMARTS to inform what features we needed to include in the mobile app design.
- **User Interviews & Usability Studies:** Conducted user research, including interviewing a muralist and usability testing the hi-fi prototype of the proposed app with them.
- **Ideation & Synthesis:** Created and implemented streamlined task flows based on our synthesized research for muralists to find jobs to apply to and clients to find artists they want to commission.

Next-Gen Games Website Redesign

October 2024

Case Study (<https://www.soojungchoi.work/next-gen-games-redesign>)

UX/UI Researcher & Designer

Technology: Figma, FigJam, Google Suite

Description: Redesigned an e-commerce website based on user interviews and usability testing. Created a hi-fi prototype to simulate the task flow in the redesign of buying a product from Next-Gen Games.

- **Heuristics Evaluation:** Conducted a heuristics analysis of the existing site based on Nielsen's 10 Usability Heuristics in which I discovered the site did not immediately show its product listings.
- **User Interviews & Usability Studies:** Conducted user interviews and usability tests with Next-Gen customers and casual board gamers to see how intuitive the search and purchase task flow was for users.
- **Card-Sorting Test:** Conducted a card sort test to see how users sorted different tabletop gaming products to inform the categories for the site menu in the redesign.
- **Wireframing Prototypes:** Created wireframes for the new site design that featured relevant products information right at the start on the home page, using existing games e-commerce sites as inspiration. Updated to a hi-fi prototype, implementing Next-Gen's brand colors, consistent category filters, and streamlined menu.

Beasts of Maravilla island

August 2019 - May 2020

Portfolio (<https://soruya.wixsite.com/soojungchoiportfolio/beasts-of-maravilla-island>)

Usability Researcher

Technology: Unity (C#), Google Suite, OBS.

Description: Worked on a team of about 30 game developers to create a 3D adventure and photography game following the protagonist's journey to a magical island and discovering fantastical wildlife, made in Unity. *Beasts of Maravilla Island* is published and available to purchase on Steam.

- **Competitive & Comparative Analysis:** Conducted user research on puzzle and journal systems in similar games to improve the level design and player experience.
- **Usability Studies:** Conducted external playtests throughout the development process and recorded these playtests on video. Took notes on playtesters' responses and feedback for the game.
- **Informing Product Development:** Reported player feedback and produced solutions for the design team to iterate upon gameplay mechanics and improve player experience.
- **QA Testing:** Performed QA by playtesting the game and reporting bugs to engineering and design.

EDUCATION & PROFESSIONAL DEVELOPMENT

User Experience Design Bootcamp

September - December 2024

General Assembly | Remote

B.A. in Interactive Media and Game Design

USC School of Cinematic Arts