

JAY CHOE

Experience

UX/UI Designer - Facial Recognition SaaS
(JUL 2021 - CURRENT)

Joined when the company served a few clients, and now it supports thousands. As a solo designer, I achieved the following:

- Redesigned the website, increasing conversions by 125%.
- Designed the 'Harmini' self-exclusion platform, which involved three different client depts and two formats (laptop, mobile), funded by the government.
- Redesigned 'Imagus,' a facial recognition software UI
- Created design system to ensure consistency across digital platforms and different projects.
- Applied design thinking methodologies, including user research, persona, prototyping (low to high fidelity) and user testing.
- Collaborated closely with the team - CTO, product managers, Sales and front/backend developers.

Education

Masters in Interaction Design - University of Queensland
(FEB 2020 - DEC 2021)

Courses

- Design Thinking
- Introduction to Web design
- Human Computer Interaction
- Graphic Design
- Digital Prototyping
- Social & Mobile Computing
- Design Computing Studio
- Masters Thesis

Graduate Certificate in Information Technology

- University of Queensland (FEB 2019 - DEC 2019)

Courses

- HTML/CSS
- JAVA
- PYTHON
- SQL

Bachelor in Electrical Engineering (FEB 2014 - DEC 2017)



[@jaychoe](#)

[jayechoe.com](#)

0475 470 747

eunjichoe8225@gmail.com

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Here are some highlights of my experience.

- **UI/UX Expertise**

Designed user workflows and interfaces using Figma.

- **Design Systems**

Created a comprehensive UI Style Guide to ensure design consistency and improve development efficiency.

- **Problem-Solving**

Applied design thinking methodologies, including user research, persona development, prototyping, and user testing, to deliver solutions.

- **Collaboration**

Worked closely with product managers and developers to align designs with project goals.

With my **CAN DO** and **WILL DO** attitude, I believe I can bring my skills and passion for innovative design and contribute to meaningful user experiences.

