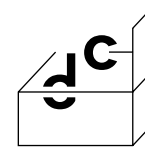# DIANE CHOIH
UX DESIGNER

UX designer with a background in architecture who loves identifying key questions, untangling complex problems, and creating systems that deliver valuable solutions to its users. Experienced in working with stakeholders, user groups, and an interdisciplinary team of specialists in pursuit of a user-friendly and elegant product.

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PROFESSIONAL EXPERIENCE

Safe Place International | UX researcher | April '23 - June '23

- Worked with fellow researchers in a cross-functional Agile project team to deliver a bespoke social media app MPV in 8 weeks (Phase II).

- Conducted user interviews, card sorting, and usability testing, resulting in insights and design recommendations delivered to the project team.

Annum Architects (formerly ABA) | Project Architect | Jan '15-Sept '22

- Designed, documented, and administered the construction of Yale Univ's Humanity Quadrangle and Univ of Pennsylvania's Graduate School of Education.

- Notable responsibilities included: visioning sessions with user groups; client presentations; collaboration with engineers of various trades; design iterations based on client, government, and peer reviews; construction administration; and in-field trouble shooting with contractors.

PROJECTS

Hi Coach, life coaching app | CareerFoundry project | July '22-March '23

- Facilitated qualitative research to define the problem and goals for a responsive web-based platform, then moderated card sorting + usability tests to validate the design.

- Created user personas, empathy maps, journey maps, and user flows to iteratively take the design from low-fi wireframes to a high-fi prototype.

Archi, real estate app | CareerFoundry project | April '23-June '23

- Designed a mobile, tablet, and desktop UI for a web-responsive app in a mobile-first approach, building off of given user stories and design criteria.
- Conceptualized a unique brand image for the app, starting with mood boards then developing a design system and custom icons.

DESIGN SKILLS

User interviews
Usability testing
Competitive analysis
User personas
Task analysis + user flows
Information architecture
Card sorting
Wireframing
Prototyping
A/B testing
Responsive design

SOFTWARE

Figma | Figjam
Notion
Balsamiq
Marvel
Illustrator
Photoshop
Indesign

EDUCATION

Certificate in UX Design | '23
CareerFoundry

Master in Architecture | '14
Harvard Grad. School of Design

B.A. in Urban Design | '04
B.A. in Metropolitan Studies | '04
New York University