

GRACE CHOI

PRODUCT/ EXPERIENCE DESIGNER

WORK EXPERIENCE

Product Design Intern/ CrowdParty

MAY 2021 - AUG 2021 (TORONTO, ON)

Created an in-house design system demonstrating best practices for design and building a solid base for the team's designers and developers

Led a UX and UI build for a sister product utilizing user research and best practices for visual design, with the intent of the product being more accessible on mobile

Branding Designer/ Freelance

MAY 2020 - MAY 2021 (REMOTE)

Researched client's brand positioning to design effective branding for small businesses and start-ups using Adobe Creative Suite

Pitched creative concepts and collaborated with clients to create results that convert and meet their goals

Social Media Editor/ UW Imprint Publications

SEP 2019 - DEC 2019 (WATERLOO, ON)

Presented and implemented engagement strategies using Facebook and Google analytics to improve visibility by an average of 40% on Facebook and Instagram


Managed the official site and social media platforms using content management systems including Hootsuite and WordPress to organize articles, journals and publication content

PROJECTS

Product Designer/ Algoblock

MAY 2021 - MAR 2022 (UNIVERSITY OF WATERLOO)

Designed the product's MVP and utilized it during user research and usability testing to identify the product's ability to simplify the algorithmic trading process for users

 grace-choi.com

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EDUCATION

University of Waterloo

Bachelor of

Global Business & Digital Arts

Expected Completion May '23

SKILLS

User Research
Prototyping
Journey Mapping
Usability Testing
Branding
Illustration
Content Creation
Copywriting
Pitch Design

TOOLS

Figma
Miro
Procreate
Adobe CC
Microsoft Office
HTML/ CSS