kelly choi

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Strategic UX/UI Designer committed to creating meaningful and usable experiences.

Experience

UX Designer

Immigration, Refugees, and Citizenship Canada (IRCC)   Nov 2021 — Present

- Working in an agile team, I design seamless user experiences for visitors, newcomers, and citizens coming into Canada.

UX/UI Designer

Cambian   Sep 2020 — Oct 2021

- Worked in the health tech industry where I took a collaborative and user-centered approach to turn complex problems into intuitive designs.
- Collaborated with developers to design an online booking system for chiropractors
- By involving the client during the entire process and having a good understanding of the requirements and user needs, the project was met with success.

UX/UI Designer

Caren App   Dec 2018 — Jul 2019

- Worked with the CEO and developers to redesign Caren's beta app.
- Through user testing, determined user frustrations and needs.
- Implemented a user flow map, component library, and prototypes.

UX/UI Design Freelancer

kellychoi.me   2018 — Present

Recent projects:

- **UX/UI Designer**   Connected Canadians
  Designed an online pictionary game for seniors to play during the COVID-19 pandemic. Initiated and created user flows, wireframes, and prototypes.

- **UX/UI Designer**   AssistList
  Collaborated with designers and developers in an agile environment to improve the user experience of their website. Awarded the Emerging Leader volunteer award for comprehensive design and research work.

- **UI/Graphic Designer**   Delta Controls
  Redesigned a library of HVAC equipment graphics into flat and modular design. As a result, Delta Controls is able to present both 3D and flat designs to their clients which helps with better visualization.

Education

UX Design Program
CareerFoundry
Jun 2020

Applied Web Development Associate Certificate
BC Institute of Technology
Dec 2018

Health Sciences Bachelor of Arts, Communications Minor
Simon Fraser University
Jun 2013

Skills

UX/UI Design
Graphic Design
User Research
User Testing
Wireframing
Prototyping
Project Management

Tools

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe XD
Balsamiq
Figma
HTML/CSS
Invision
WordPress