

JAE CHOI

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based in Boston

SUMMARY

Jae has built three SaaS products in the life sciences, healthcare, and sales enablement industries by working side-by-side with engineers, product leaders, CEO, and domain experts (scientists, healthcare providers, account managers) to untangle complicated workflows and turn them into tools people actually enjoy using by getting jobs done.

EXPERIENCE

Lead UX Designer @ Watershed Bio (Jul 2023 — Aug 2024)

Cloud computing and data analytics platform for bench scientists.

Transformed complex scientific workflows into intuitive user journeys, improving task performance by 67%, cutting training costs by one-third, and accelerating time-to-value.

Partnered with scientists, engineers, and business leaders to shape the product roadmap, ensuring research insights and business goals directly informed design decisions.

Built the company's design foundation as the first design hire, introducing a design process and scalable design system that accelerated delivery speed by 300%.

Product Designer @ Highspot (Jul 2022 — June 2023)

Sales enablement platform for sales and marketing teams.

Designed responsive experiences across mobile and desktop for content engagement, ensuring consistency and accessibility at scale for 12M+ users.

UX Designer @ Genospace (Mar 2021 — Jul 2022)

Precision medicine platform for healthcare providers and data scientists.

Led a company wide design initiative to address consistency, visual hierarchy, and information visibility issues across the platform, resulting in higher user adoption and satisfaction.

Served as the sole designer across three product teams, owning the full design process to deliver intuitive tools for clinicians and scientists.

TOOLS

Figma · Miro
Lovable · Cursor
Webflow · Framer
Storybook

EDUCATION

University of Washington, College of Engineering
B.S. in Human Centered Design & Engineering (HCI)

Marine Corps, Republic of Korea
Sergeant (Honorable Discharge)