JAE CHOI

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based in Boston

SUMMARY

UX Designer with 4 years of experience designing enterprise and data-intensive platforms across healthcare, biotech, and B2B SaaS. He has worked closely with engineers, domain experts, and leaderships to reduce cognitive load in complex systems, transforming fragmented workflows into scalable, intuitive tools for professional users.

EXPERIENCE

Lead UX Designer @ Watershed Bio (Jul 2023 — Aug 2024)
Cloud computing and data analytics platform for bench scientists.

Simplified complex biological data workflows for bioinformaticians and wet-lab scientists by designing configurable, data-driven platform experiences, leading to a 67% increase in task performance, reduced training costs, and faster time-to-value.

Collaborated with scientists, engineers, and the CEO to synthesize specialized domain requirements into a product roadmap that aligned research insights, business objectives, and design priorities.

Founded the company's design function as the first design hire, implementing a scalable design system and operating model that increased delivery speed by 300%.

Product Designer @ Highspot (Jul 2022 — June 2023)
Sales enablement platform for sales and marketing teams.

Led end-to-end design for enterprise content engagement experiences across mobile and desktop, collaborating with product managers and engineers to deliver accessible, scalable interfaces within a large, multi-surface platform serving 12M+ users.

UX Designer @ Genospace (Mar 2021 — Jul 2022)
Precision medicine platform for healthcare providers and data scientists.

Led a company-wide UX initiative to improve consistency, visual hierarchy, and information visibility across platform, increasing usability and adoption among clinical and scientific users.

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)