Nicole Choy

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Experience

Stripe
Senior Product Designer
Jan 22' - May 24'
San Francisco, CA

Lead designer on the Consumer Design team with a focus on Stripe Elements, Checkout, and Link.

- Coordinated closely with the cross-functional teams to define product strategy and build roadmaps. Designed and launch 9 new Elements products across web and mobile to add to the Optimized Checkout library.
- Re-designed Payment Element and spearheaded new features like Stripe Wallets. Designed new payment methods to expand our global user base. Our collective efforts grew our monthly net payment processing volume for this product from $705 million to $3.1 billion a month in one year.
- Co-created northstar vision designs and presented work at team-wide events and to leadership to gain buy-in.

Cisco Meraki
Senior Product Designer
Mar 21' - Jan 22'
San Francisco, CA

Designed and led creative strategy on a design system called Magnetic Design System.

- Built a centralized design system team from the ground up, designed components, and wrote usage guidelines.

Owned high impact projects on the Meraki Wireless team.

- Re-designed wireless configuration and profile creation. Improved the average time for users to launch a new network by 33%.
- Delivered research and designs to centralize the alerts creation and management of alerts across all products. Conducted user research, workshops, feature prioritization, and designed low-to-high fidelity mockups.

Cisco Meraki
Product Designer
May 19' - Mar 21'
San Francisco, CA

- Generalist focused on improving the user experience of the Meraki Dashboard ranging from the monitoring and troubeshooting of internet networks, mobile experiences on both iOS and Android, and centralized alerts management.

Cisco Meraki
Visual Designer
May 17' - May 19'
San Francisco, CA

- Created brand and visual marketing materials across all touchpoints.
- Defined and executed brand identity, marketing campaigns, social media imagery, product documentation, and event collateral.

Appstem
UI Designer
Dec 16' - May 17'
San Francisco, CA

- Designed low-to-high fidelity wireframes, prototypes, and interfaces across all platforms and responsive web applications for clients such as JetSuiteX, DJI Drones, and UC Davis Mental Health.

Survival Media Agency
Contract Designer
Dec 14' - May 16'
Los Angeles, CA

- Led design on a platform that helps social and climate justice non-profits connect with creative professionals for organizing and actions. Owned design strategy and execution of wireframes and final designs.

Rosetta
Junior Associate Designer
Feb 13' - Jan 14'
San Luis Obispo, CA

- Worked within the Rosetta Marketing design team to maintain brand consistency for Rosetta.com, print advertisements, emails, and marketing campaigns and initiatives.

Education

California Polytechnic State University
Sep 18' - Jun 13'
San Luis Obispo, CA

B.F.A. Art & Design: Graphic Design
- KCPR student run radio station DJ
- Cal Poly AIGA
- Art Gala Event coordinator

Skills

Tools

Figma, Sketch, Adobe Creative Suite, HTML/CSS, Webflow, Wordpress

Design

UI/UX, interaction design, visual systems, prototyping, brand design, strategy, illustration, typography, wireframing,

Research

User research, workshop facilitation, competitive analysis, synthesis, card sorting, personas, journey mapping, affinity diagramming, prototyping

Other

AJ&Smart, Jake Knapp
Dec 20'

Design Sprint Masterclass Certification