

Daniel Choe • Product Designer • Los Angeles, CA

Experience

Freelance Designer (June 2024 - Current) Remote

- The Flex Company
- CrowdVolt
- LG Household & Health Care, Ltd.
- Let Me Cook

Immer Event Platform - UX Designer (December 2023 - June 2024) Remote

- Restructured the analytics dashboard to show glanceable high-level metrics which enabled users to strategize key content creation which increased engagement for users.

Xtelligent - UX Designer (June 2023 - December 2023) Los Angeles, CA

- Collaborated with senior designers to build and refine the core MVP, translating complex user requirements into intuitive user flows and information architecture. Refined design concepts based on user feedback and usability testing results, that ultimately contributed towards the final MVP which led to secure continued funding of the project.
- Developed interactive prototypes in Figma to facilitate usability testing, directly refining the interface based on real-world user pain points.
- Articulated design solutions to cross-functional engineering teams, ensuring pixel-perfect implementation and adherence to responsive design standards.

Software Skills

- Design: Photoshop, Illustrator, Adobe XD, InDesign, Figma
- Motion: Cinema 4D, After Effects
- Prototyping: Adobe XD, Protopie, KeyShot
- Technical: HTML/CSS

Languages

Korean (Intermediate), English (Native)

Education

ArtCenter College of Design, Pasadena, CA

Bachelor of Science, Interaction Design Fall 2023