



# YOON CHOI

UI/UX DESIGNER 📍 LONDON, UNITED KINGDOM 📞 07785611597

## ◦ DETAILS ◦

London  
United Kingdom  
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## ◦ SKILLS ◦

UX Research  
UI Design (Figma, Design Systems)  
Wireframing & Prototyping  
Branding & Visual Identity  
Interactive Graphic Design  
Adobe Creative Suite  
Webflow / HTML & CSS  
Design-to-code collaboration  
Cross-functional Communication



## PROFILE

I'm a product designer with over a year of experience in UX research and interface design, creating digital experiences that are both intuitive and impactful. I'm comfortable working across design systems and tools like Figma, and I enjoy collaborating with cross-functional teams to bring ideas to life. I'm passionate about transforming concepts into functional products, and I drive continuous improvement through iterative feedback and user testing.



## EDUCATION

**BA (Hons) Graphic Communication Design, Central Saint Martins, London**  
September 2022 — June 2025

**Marketing Management ISP certification, Seoul National university, Seoul**  
June 2023 — August 2023

Completed the ISP (International Summer Program) on Marketing Management course.



## EXPERIENCE

**UXUI Design Trainee at Code Design Lab Ltd, London**  
March 2024 — April 2025

- Completed a year-long training-based bootcamp internship focused on the fundamentals of user experience and interface design for mobile platforms.
- Led a UX case study for a news app targeted at Gen Z users, conducted and analyzed 10+ user interviews to inform user journeys and personas.
- Created and tested interactive prototypes in Figma, improving task completion flow by 30% through user feedback.
- Led weekly design stand-ups to align cross-functional teams with front-end developers in a remote team environment.

**Operations Team at Saatchi Gallery / KCCA, London**  
October 2023 — November 2023

- Managed an interactive booth using AI motion-capture technology at the "Oulim" exhibition.
- Delivered live demonstrations and user-centered presentations to stakeholders and general visitors.
- Initiated discussions with a visiting VFX director to explore potential collaboration opportunities, resulting in a post-event business meeting —showing initiative and impact beyond the event.

**Visual Design Student Internship at Möbius Culture, Seoul**  
May 2022 — December 2022

- Conducted user and market research for cultural event planning projects.
- Collaborated cross-functionally to refine and communicate strategic design directions for exhibitions and branding proposals.

○ **Visual Director at UAL Foundation Graduation Show, Seoul**

February 2022 — March 2022

- Designed and art-directed all visual elements (posters, brochures, typography) for the UAL Foundation Graduation Exhibition in Seoul(2022).
- Developed the creative concept and exhibition title to reflect collective student identity.

○ **Book design at Seoul National University College of Medicine, Seoul**

October 2021 — October 2021

Designed covers and interior layouts for academic medical publications, ensuring clarity, hierarchy, and consistency in visual presentation.

✿ **EXTRA-CURRICULAR ACTIVITIES**

○ **Touchdesigner certificate at Wesa academy, Seoul**

July 2022 — August 2022

Trained in creating real-time interactive visuals and generative design.