Horace Choi
Product Designer

horacechoi.com
linkedin.com/in/horacechoi

horacechoi.contact@gmail.com
+1 (647) 544-1503

Experience

Community Labs
Product Designer
Nov 2023 - Present

Led design across **12 brands/products in Web3 & AI** from ideation to hi-fidelity resulting in **500k+ users** across platforms, and **$40M** in volume. Projects include: Wander, arweave.com, Upshot, Astro, LiquidOps & ao Ventures.

Wander: design for a digital wallet available as browser extension and mobile app (iOS/Android), achieving **100k+ installs** and **$1B AUM**. Shipped features include: AI agents, token swap, loyalty tier system, password-less login, onboarding, mobile browser integration & embedded wallet. Read Case Study.

Upshot: designed the MVP for a gamified collectible predictions platform from concept to launch within **2 months** contributing to **$850k** raised in pre-seed funding. MVP feature scope includes: card pack opening experience, automated market maker, collectible showcase, & leaderboard. Read Case Study.

ao Ventures: created the visual identity and website for a startup incubator program contributing to **$500k** secured pre-seed funding and **$35M+** in committed capital across the program. Additionally, supported **8** early-stage teams with brand design, product visuals, and investor pitch decks.

Enterprise: created prototypes, product demos, and pitch decks to support **4** different enterprise conversations surrounding, decentralized cloud compute, AI infrastructure, permanent data storage, IP licensing, and children's toys.

Supported product launches with graphics and video content that reached **600k+ views** across platforms.

Loblaw Advance
Associate Product Manager
Jan 2023 - Apr 2023

Produced a platform certification program for MediaAisle DSP streamlining user onboarding by **30%**. Integrated **Intellum LMS** to create a central system of educational content. Conducted **20+** hours of product demonstrations to conduct and communicate qualitative research from users to senior stakeholders.

UserVitals
Web & Content Designer
Feb 2022 - Aug 2022

Created a customer success portal with **40+** help articles and **16** videos. Designed and developed **20+** web pages in Webflow. Increased website traffic by **40%** through SEO initiatives.

Leadership

Pace Studio
Co-Founder
May 2024 - Present

Founded a design agency under Community Labs to provide design services for clients external to the organization. Worked with **10+** clients generating **$20k+** MRR. Led a team of 4 multidisciplinary designers ranging from brand, product, and motion design.

Lost Material
Co-Founder
2020-2022

Founded a video production agency focused on branded content, music videos, and short films accumulating over **400,000 views**. Produced **18** client projects. Managed budgets of up to **$5000**.

Education

BA, Creative Industries

Toronto Metropolitan University (formerly Ryerson University)
Specializations: Media Business, Storytelling in Media

Certificates

Google UX Design, Meta Front-End Development

Skills

Design

Product design, interaction design, motion design, information architecture, design systems, wireframing, prototyping, user research, user flows, product strategy, visual design & branding.

Tools

Figma, Webflow, Framer, Claude, Cursor, ChatGPT, Midjourney, v0, Lovable, Bolt, Adobe Creative Suite, HTML, CSS, GSAP.js, Jitter, Jira, Linear, Miro.