

Claire Choi

Product Designer (UX/UI)

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Newcastle upon Tyne, United Kingdom

Strategic product designer with a foundation in analytical marketing, dedicated to creating intuitive digital experiences through HCI principles and data-driven insights. Proficient in Figma and Webflow, with a proven ability to conduct competitive analysis and translate complex user needs into high-fidelity Specs. Eager to bring a unique blend of user-behaviour expertise and technical design skills to a product design internship.

WORK EXPERIENCE

Freelance

Nov 2025 - Present

Radio Talk Show Host

- Demonstrated exceptional verbal communication and audience insight by curating content for diverse listeners and managing live interactions effectively.

Part-time

Sep 2025 - Present

Brand Manager

- Executed competitive analysis and strategic brand positioning within the student community to identify user needs and increase brand engagement.

Freelance

Jan 2024 - Aug 2025

IELTS private tutor

- Analysed individual student pain points to design customised learning roadmaps, showcasing strong prioritisation and goal-oriented problem-solving skills.
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EDUCATION

Newcastle University

Sep 2024 - Present
(Expected July 2027)

Bachelor's degree, Media, Communication and Cultural Studies

- Focusing on the intersection of media dynamics and human behaviour, applying HCI principles to analyse and design effective digital communication strategies.
- Relevant Coursework: Human-Computer Interaction, Media Psychology, Digital Culture.

INTO Newcastle

University
Sep 2023 - Jun 2024

Foundation degree, Humanities & Social Sciences

- Developed a strong foundation in critical analysis and qualitative research methodologies, essential for deep user empathy and strategic product design.
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VOLUNTERRING

Newcastle University
Sep 2025 - Present

Student Representative

- Acted as a bridge between students and faculty by gathering user feedback and advocating for student-centric policy improvements.

Newcastle Universtiry
Jul 2025 - Present

Peer Mentor

- Guided junior students through academic and social transitions, utilising empathetic communication skills to foster a supportive learning environment.

Newcastle Universtiry
Sep 2024 - Jun 2025

Chair of Council

- Elected as Chair to lead council meetings and facilitate consensus amongst diverse student representatives, demonstrating influence without authority.

INTO Newcastle
Universtiry
Sep 2024 - Jun 2025

Sales And Marketing Specialist

- Leveraged strategic event planning and financial management skills acquired through 9 intensive training sessions to drive a successful promotional campaign, resulting in a 100% profit donation (£100.45) to a guide dog charity.

SKILLS

Design tools:

- Figma
- Webflow

Collaborations & Documentation:

- Confluence
- PRDs
- Specs

Core Competencies:

- HCI
- Product Design
- Competitive Analysis
- Wireframes
- Prototyping

CERTIFICATIONS

Fundamentals of digital
marketing (Google)
Figma for UX Design
(Linkedin Learning
Community)

LANGUAGE

English
Korean