

Jana Choi



Jana Choi is a UI/UX designer who is adept at creating delightful user experiences and visual appeal across web and interactive media. With experience working in collaborative, tech-focused environments, she is dedicated to rigorous design methodology and has delivered products through stages of discovery, design, and validation.

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(732) 362-1253

Education

Virginia Commonwealth University

BFA Graphic Design (2019) | GPA: 3.98

Skills

Proficiency

Adobe Creative Suite
HTML5, CSS3, jQuery
Sketch, Proto.io

Working Knowledge

InVision
PHP, Wordpress
Rhino, 3D-Printing, CNC Toolpathing

UX Methods

Information Architecture, Task analysis,
Wireframing, Usability testing,
Market Research

Production Skills

Bookbinding, Laser Cutting

Involvement

Project Yoga Richmond

Studio Volunteer (2017 - 2018)

Barbell Club at VCU

Vice President (2016 - 2017)

Curation at VCU

Logistics Committee Chair (2015 - 2016)

Work Experience

Capital One UI/UX Design Intern

Dec. 2018 — Current

- Delivering UX research, wireframes, and high-fidelity product prototypes for customer-facing web experiences
- Achieving business development goals via collaboration with project owners and engineers on an agile development team

VCU College of Humanities & Sciences Graphic Designer

Jul. 2017— Dec. 2018

- Produced wireframes and UI mockups for website redesign
- Designed print and digital collateral for college campaigns and programs

GovLoop Design Fellow

May 2018 – Aug. 2018

- Visualized data into easily interpretable infographics and layouts for technical reports
- Designed multi-media marketing materials and collateral for government training event with over 500 attendees

Paisley & Jade Graphic Designer & Operational Assistant

Jun. 2016 – May 2018

- Implemented organizational system to optimize digital asset management
- Designed promotional and social media content across Pinterest, Snapchat, and Instagram

Freelance

Select clients: 24K Marketing, The Gold Group, Callyo Law Enforcement Software