



irene choi

UX | UI Designer

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Multidisciplinary, dependable and conscientious design professional thinking and empathizing from the user's perspective to deliver the User-centered design solutions.

EXPERIENCE

Graphic Designer | AWM-Alliance

Feb 2015 - Current, Vancouver, BC

- Designed and managed the company's email newsletter delivered to more than 16,000 subscribers.
- Re-established the company's branding and visual direction for both web and print.
- Created and managed the visual deliverables such as introductory brochure, proposal documents and presentation materials used during client pitch meetings and sales.

Graphic Designer | Freelance

Dec 2016 - Sep 2019, Vancouver, BC

- Designed and developed company branding & identity that delivers the client's message and objectives.
- Created visual materials such as advertisements, business cards, posters, restaurant menus and more as per clients' needs.

Graphic Design Intern | BCM Marketing

Jun 2013 - Aug 2013, New York, NY

PROJECTS

Prima - BrainStation Capstone Project

Smart property management solution that enhances your strata living experience.

Role: UX Research, UX & UI Design, Wireframing, Prototyping, User Testing

Visier x BrainStation - Project Clarity

Project given by Visier's UX Design team to design a solution to enhance the collaboration experience between Data Analysts and Data Administrator.

Role: UX Design, Asset Collecting, Prototyping

EDUCATION

BrainStation | Diploma, User Experience Design

Jan 2020 - Apr 2020, Vancouver, BC

Parsons The New School for Design | AAS, Graphic Design

Jan 2013 - May 2014, New York, NY

School of Visual Arts | BFA, Interior Design

Sep 2017 - May 2011, New York, NY

SKILLS

Industry Knowledge: Design Thinking, Low to High Fidelity Design, Task Flows, Information Architecture, Wireframing, Prototyping, Usability Testing, UI Design

Design Tools: Sketch, InVision, Adobe XD, Figma, Adobe Creative Suite (InDesign, Photoshop, Illustrator)

Communications: Monday.com, Trello, Slack, Microsoft Teams