

Jenny Cho

UX/UI Designer · Product Designer

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🌐 Portfolio

🌐 LinkedIn

Education

Lehman College — Computer Graphics & Imaging (CGI)

📅 Sept 2017 - Jun 2020

Professional Experience

Women's Launch Network — UX/UI Designer (Remote)

📅 Sept 2024 - Dec 2024

Market Research Analysis Mock ups Mobile & Web

- Increased user retention & redesigned the website to fit brand's mission and vision
- Conducted market research and designed evaluations to assess the current website's usability to highlight improvements and iterations
- Created mockups on Figma with brand guideline applications

Smerf - UX/UI Designer (Remote)

📅 Feb 2022 - Sept 2024

Startup B2C MVP Agile Mobile & Web Gaming Event System Product Launch

- Partner of 2K and Take-Two Interactive as PGA TOUR 2K23's official "companion app".
- Defined and developed a mobile UI for video game **live services**, a game **communication tool** and a game **analytic platform**.
- Launched and accumulated over **25,000+ users**.
- Independently **managed multiple projects** through agile design processes.
- Maintained proper **annotation & documentation** with high fidelity mockups & flows.
- Led **design hand off** meetings with ongoing consistent communication with Chief Technology Officer and development team.
- **Contributed and maintained the design system** (*atoms, molecules and organisms*).
- **Crafted product market fit: an event system** that tracks complex tournament types (*leaderboards & solo challenges, progress tracking system, team creation system, team management system, event registration and reward distribution & redemption system*)
- **Designed internal web tools** for the development team to integrate & manage user interface
- **Designed registration system** optimization that allows ease of use - at an **85%** successful game connection
- **Designed UX Systems** to cultivate healthy communities (*buddy list, contact & invitation system, alerts & notifications, community & admin management system*)
- Crafted **graphic designs** for Smerf (*event banners, reward Icons, animated badges, social media content, Smerf's mascot*)

History X — UX/UI Designer (Remote)

📅 Oct 2021 - Dec 2021

Startup B2C MVP Agile Mobile Gaming Augmented Reality GTM Strategy

- Defined and developed **Augmented Reality (AR)** history exploring application
- Designed UI that incorporated developed **revenue models**
- Led user **surveys and research interviews** in creating human centered design that targets key users

Freelance — UX/UI Designer (Remote)

📅 Jan 2019 - present

UX Research Market Research Analysis Mock ups Branding Graphic Design

- Conduct market research to create a brand that aligns with clients' needs
- Build cohesive guidelines that outlines color theme, logos and typography for multiple startups, smaller businesses and individual content creators
- Create landing pages on Figma with brand guideline applications
- Provide professional advice on how clients can elevate their brand through marketing and social media exposure

Skills & Tools

Design Tools

Figma

Creative

Photoshop

After Effects

Illustrator

Canva