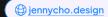
Jenny Cho

UX/UI Designer · Product Designer





Education

General Assembly — User Experience & User Interface (UX/UI)

aug 2021 - Nov 2021

Lehman College — Computer Graphics & Imaging (CGI)

់ Sept 2017 - Jun 2020

CUNY Hostos College — Game Design & Development

🗐 Sept 2015 - Jan 2017

Professional Experience

Smerf - UX/UI Designer (Remote)

Feb 2022 - present

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.
- Lead 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
- 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
- Designed UX Systems to cultivate healthy communities (buddy list, contact & invitation
- Crafted graphic designs for Smerf (event banners, reward Icons, animated badges, social

History X — UX/UI Designer (Remote)

iii 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
- Conducted competitive analysis and business analysis to define product scope and feature
- Led user **surveys and research interviews** in creating human centered design that targets key

Freelance — UX/UI Designer & Graphic Designer (Remote)

🗐 Jan 2019 - present

Market Research Analysis Mock ups Branding Graphic Design Content Creation

Illustrator

- Conduct market research with startups and content creators to create a brand that aligns with their needs
- Build cohesive guidelines that outlines color theme, logos and typography
- 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

Figma Miro After Effects Photoshop

Media Encoder

Canva

Slack Jira & Asana