Jenny Cho

UX/UI Designer · Product Designer

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

Freelance — UX/UI Designer & Graphic Designer *(Remote)*   📅 Jan 2019 - present

`Market Research Analysis` `Mock ups` `Branding` `Graphic Design` `Content Creation`

- 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

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Skills & Tools

Design Tools	`Figma` `Miro`
Creative	`Photoshop` `After Effects` `Media Encoder` `Illustrator` `Canva`
Other	`Strapi` `Discord` `Slack` `Jira & Asana`