

Daniel Choe

UIUX Designer

Education

ArtCenter College of Design
Pasadena, CA

Bachelors of Science, Interaction
Design Fall 2023 (4.0 GPA)

Relevant Coursework

Samsung Sponsored Studio

- Provided an immersive industry experience with a client, designing for a real-world challenge.
- Collaborated with Industrial design students to propose a new design strategy for Samsung wearable

Launch Prep

- Created business and implementation strategies to take Pilot, an accessibility and social impact-focused project, to be developed beyond the classroom.
- Pilot provides accessibility ratings and contextual information for local businesses to facilitate confident decision-making for those living with motor impairments.
- Developed a rating system, prototype application for usability testing, and business plan ready to take to a startup accelerator.

Software Skills

- CSS
- HTML
- Figma
- Protopie
- KeyShot
- Cinema4D
- SolidWorks
- AdobeCreative Suite

Experience

Freelance Designer 06/2024–Present

Clients:

The Flex Company
CrowdVolt
LG Household & Health Care
Let Me Cook

- Designed responsive web and mobile experiences for wellness, consumer goods, and startup clients.
- Analyzed interfaces and applications for responsive designs, offering constructive criticism for improved usability and visual appeal.
- Collaborated cross-functionally with stakeholders and developers to deliver polished design solutions under tight timelines.

Immer Event Platform - UX Designer 12/2023–06/2024

- Restructured the analytics dashboard to show glanceable high-level metrics which enabled users to strategize key content creation which increased engagement for users.
- Analyzed interfaces and applications for responsive designs, offering constructive criticism for improved usability and visual appeal.

Xtelligent - Interaction Designer 06/23–12/23

- Collaborated with multidisciplinary team to translate stakeholder needs into user-friendly designs and optimal experience.
- Developed user personas, artifacts, videos, supporting visuals, prototypes, and high-fidelity assets for the MVP.
- Gathered insights from user research and iterated on designs based on feedback to continuously improve the user experience as well as ensure optimal Situational Awareness in the design framework.

Achievements

ArtCenter College of Design
Provost's List 2021–2023

Featured Work in Student Art Gallery,
Art Center 2023

Honda Endowed Scholarship Award
2023

Helena Balfour Edwards Full Tuition
Scholarship 2023

Grace R. Anderson Endowed Scholar-
ship 2023

Elise Mudd Marvin Mem End Scholar-
ship 2022