



# JAEIL CHO

UX, UI Designer / illustrator

## Brand Statement

A Queens-based UX designer and illustrator. I am capable of bringing together a complex array of design elements and client feedback to create high quality, professional work. My goal is to continue to tackle bigger and more challenging projects in order to further my experiences and career.

✉ jaeilchoart@gmail.com

🌐 www.jaeilcho.com

## Toolkit

Adobe Creative Cloud:	Sketch
Adobe Photoshop	Principle
Adobe Illustrator	Invision
Adobe InDesign	Marvel
Adobe After Effects	Read HTML 5 & CSS3

## Skillset

### Research

Affinity Mapping	User Interviews
Competitive Analysis	Task flows
Sitemapping	Heuristic Evaluations
QA Testing	Persona Creation

### Design

User Interface (UI)	Animation
Rapid Prototyping	Art Direction
Wireframing	Illustration
Storyboarding	Typography
Web Design	Brand Identity

## Education

### General Assembly NY

Certificate in UX Design Immersive

### Cornell University

Bachelors of Science in Industrial Labor Relations

## Experience

### Anheuser-Busch InBev

*Product Designer* 2020 - 2021

Designer on the Shop Experience Team for the BEEs app, leading the design for the Product Details Page (PDP), then My Account

Present key design features on a weekly basis and work with the product team to plan Design Thinking sessions and UX brainstorms.

### Bed Bath & Beyond

*UX, UI Designer* 2018 - 2020

Designer for Bed Bath "My Account" workstream, handling UX on key initiatives as My Funds (Bed Bath Stored Value), security enhancements, and site-wide AB tests

Lead workshops involving all stakeholders including C-suite executives to create specific experience pages

### Urban FT

*UX, UI Designer* 2017 - 2018

UX, UI design for fintech company specializing in white-label finance app solutions for banks and credit unions

Assist in end-to-end part of the UX process, from guerrilla user-testing and SPRINT sessions to UI design and customized illustrations

### Center for Employment Opportunities (CEO)

*Graphic Designer* 2014 - 2016

Managed all design and marketing aspects of the non-profit with 200+employees

Created key print assets as annual reports, brochures, and budget prospectus and online assets as ads, banners and social media content.