



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.

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🌐 www.jaeilcho.com

📷 @uiwithjaeil

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

Urban FT

UX, UI Designer 2017 - current

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

Betta Bucha LLC

UX Client Consultant 2017

UX consulting for startup specializing in locally-brewed kombucha drink

Complete re-haul of visuals, interface, and features with data analyzed through market research, user interviews and continuous iterations from user testings

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.

Freelance

UX/UI, logo, illustration 2013 - current

Clients

Penguin Random House	Cornell University
VOX Media - Bloody Elbow	Sherdog MMA
Okayplayer	Mochi Magazine