HANJIN CHOI

UX | INTERACTION DESIGNER

213-435-3366 | OC, CA
hanjinc@uci.edu
in / hjin-choi
Jinny-Choi.com

Hanjin Choi is a versatile user experience designer and strategist with **4+ years in UX design** and **research**, and **10+ years in the field of design**. Starting her UX career at NAVER in S. Korea, she has developed strong problem-solving skills and visual design expertise, successfully leading various projects across **web, mobile, and TV** solutions.

After relocating to the US, she has been working as a freelance designer focusing on solving complex problems for non-profits and small businesses. With a master's in **Human-Computer Interaction & Design,** she's excited to join the best team in the tech industry to drive innovation forward.

SKILLS

HCI / UX   UX Research | Interaction Design | Prototyping   **Design**   Graphic | Branding | Web | Space UX

EDUCATION

University of California, Irvine (Irvine, CA)   *GPA: 4.0   Aug 2022-Sep 2023*
Masters in Human-Computer Interaction and Design   *LAFD Capstone Project Design Lead (Booklet Link)*

Handong Global University (Pohang, S. KOREA)
Bachelor of Industrial and Information Design

WORK EXPERIENCE UX UI DESIGN & RESEARCH

UX Intern   NAVER   *July 2006 | S. Korea*

As an intern at NAVER's core teams including UX Team, Search, Game, and Blog teams, honed skill sets as a team collaborator, moderator, and UX researcher

- Led expert evaluation and user research for NAVER Online Dictionary *(Link),* proposing improved Word Book functionality later used by 1.67 million users
- Conducted competitive analysis for *HanGame's Go-Stop Online Game*, suggesting improved sound effects

UX UI Designer   Infraware   *March 2007-August 2008 | S. Korea*

Served as a key UX Design team member at a rapidly expanding tech startup specializing in mobile and web solutions for distinguished clients such as Samsung, LG, and KT

- Designed mobile user interface and wire frames and user flows: Samsung Securities Services' mobile app / SKT's Next Generation MegaSim Project / SKT China Mobile's DCD Client / KT SoIP Phone, etc
- Led Usability testing for mobile browsers (iOS, OZ, Polaris) / Infraware's intranet, etc
- Successfully led the conceptualizing and development of a next-gen TV UI categorization concept (*Link*) to efficiently navigate a diverse range of TV program content using gyro remote control, within a collaborative cross-functional team environment

UX Researcher   Contractor   *2009-2010 | Remote Work*

Ministry of Land, Infrastructure & Transport, S. Korea
- Proposed a 3D Rendering Platform solution for warehouse management system (WMS)

Mobilis, INC, Japan
- Proposed improved 'Bookmark' and 'Memo' feature for iOS bible app

WORK EXPERIENCE WEB, VISUAL, BRANDING

Web Designer   LA Sarang Community Church, California   *2011-2017 | California, USA*

- Designed four websites with a unified Brand Identity for LA Sarang Church, Sarang TV, Sarangtree (offering), and the School Ministry website
- Introduced the integrated bulletin board "Sarang Today" catering to all age groups from infants to seniors, resulting in a more than 3x increase in website traffic

Design Director   Dong Shin Church, California   *2018-Current | California, USA*

Established a design system to revamp Dong Shin Church's brand identity and directed visual direction to enhance unity and cohesion

- Established *a design system (Link)* for the fastest-growing / largest Korean church in Orange County, CA
- Revamped the website using WordPress (2017) and currently leading a second redesign
- Directed a spacial experience design + brand identity design project : *transforming old houses into a Cafe (Link)*, *Welcome Center, Guest House, and Library*

ACADEMIC RESEARCH

Enhancing Medical Supply Management System *(Link)* | **Los Angeles Fire Department + UCI** *CA, USA*
U-Public Park | HCI Research | **Ministry of Information and Comm. S. Korea** *S. Korea*
LG Convergence Mobile Phone| Usability Enhancement Project | **LG Electronics** *S. Korea*
UX Proposal for Kids Web Portal, Jr. NAVER *(Link)* | UX Project | **NAVER** *S. Korea*
Brand Renewal Strategy for Declining Shoe Industry | Business Evaluation | **Ministry of Industry** *S. Korea*

CERTIFICATION

UX Design Practicum Certificate **NAVER**

AWARDS

Excellence Team Award, People of Passion Personal Award **NAVER**
- UX Enhancement for Kids Web Portal, Jr. NAVER

Top Award **Ministry of Trade, Industry, and Energy**
- Brand Renewal Strategy for Declining Shoe Industry

PAPER

Research on the next generation of IPTV UI using gyro remote control **HCI Society of Korea**
A study on the remote User Research Methods for mobile UI design using online user diary **HCI Society of Korea**

SKILLS

Interaction Design, UI Design, Product Design,Information Architecture, Wireframes, User Flows, Prototyping, Storyboarding, User Research, Contextual Inquiry, Competitive Analysis, Heuristic Evaluation, Persona, Mockups, User Centered Design, Usability Testing, Prioritization, Consolidation, Ideation, Visual Design, Brand Identity Design, Business requirements, Figma, Illustrator, Photoshop, InDesign, Protopie, HTML, CSS, Google Office Suite, etc