

jenny cho.

Product Designer

www.jennysecho.com (password: wilson)

[linkedin.com/in/jennysecho](https://www.linkedin.com/in/jennysecho)

+ 514 560 8462

jennysecho@gmail.com

Skills.

Interactive design
Experience design
Visual design
Accessibility
Mobile design

Wireframing
Prototyping
User journey
Design thinking
Design research

Tools.

Figma
Sketch
Invision
Abstract
Zeplin
Miro
Principle
Photoshop
Illustrator

Experience.

Experience Designer

Google (TVC)

10/21 - 10/23

Identified and enhanced engagement and onboarding experiences within Google Maps, fostering improved user-to-user interaction and information sharing in basemap and placesheet. Collaborated with product managers, engineers, and cross-functional stakeholders to define a roadmap for future feature improvements. Integrated user feedback and business requirements to study and improve existing experiences. Applied various design patterns (YouTube, Google Maps, Geo Developer) to deliver low to high fidelity wireframes, critical user journey mapping, concept ideation, prototyping flows, accessibility testing, and mockups.

UX Designer

Appnovation Technologies

07/18 - 10/21

Designed end-to-end flows and elegant user experiences, contributing to the development of a robust design system for future projects. Executed concept ideation, customer journey mapping, low to high fidelity wireframes, prototyping, brand identity, user testing, micro-interaction, and native app design.

UI App Designer

BEAM (Contract)

03/18 - 06/18

Collaborated closely with the UX designer and Product Owner to create a native delivery app, focusing on brand concept and constructing user flows. Developed wireframes and multiple prototypes for user testing, ensuring a seamless user experience. Delivered design research, brand style guide, moodboard, logo design, and Invision prototypes.

UX / UI Designer

Burnt Pineapple Agency

01/18 - 04/18

Produced visual and web designs, provided art direction, and developed strategies and assets for clients. Delivered concepts, creative research, moodboards, style & branded guidelines, wireframing, design strategy, logo design, and marketing materials.

Web & Print Designer

Rhapsody Living

(Contract)

11/17 - 01/18

Defined and crafted brand identity and promotional materials for the launch of a new residential unit. Created design assets across print and digital formats, including brochures, window wrapping, map leaflets, and digital assets for a WordPress template.

Education.

Diploma, UI design & Marketing

RED Academy

04/17 - 10/17

Bachelor of Business, Marketing

University of Calgary

09/10 - 06/16

International Exchange Program

Bocconi University (Milan)

08/16 - 12/16

Other Experience.

UX / UI Designer

Eduhacks Hackathon

09/17