

Inyoung Choi

Product and Service Design Strategy

About me

Experience

Tools

Use various tools, including Figma, Miro, Google Suite, Google Analytics, Confluence, Jira, Productboard, Hotjar, Optimal Workshop, Microsoft 365

Skills

Human Centred Design, UX, UI, Research, Service design, web app and mobile app design solutions, Systems Thinking, Information Architecture (IA)

Storytelling, Communication, Collaboration

Design Thinking, Double Diamond

Stakeholder management and team engagement, mentoring,

Interviews, Comparative analysis,

Synthesising qualitative and quantitative data, design validation,

Rapid, low-fi to hi-fi prototyping,

Facilitating ideation, and workshops,

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Summary

I am a Design Strategist with leadership experience. I excel at navigating ambiguity through the iterative design process, from ideation to implementation. I prioritise open dialogue and collaboration among teammates, stakeholders, and end-users. My passion lies in understanding human behaviours and interactions with products and services. I am also an active participant in design and tech communities and conferences.

Specialties

- Human Centred Design
 - Design Thinking
 - Digital strategy and design
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Adventus.io

B2B2C SaaS-based Edutech company, supporting institutions, recruiters and international students

/ Principal Product Designer

MAR 2023 - MAR 2024

I led a UX team of two senior designers and a content writer in the Product and Tech team during a transformation and scaling-up period.

- Building the design team
- Educating the teams on Design Thinking and Agile
- Facilitating and guiding workshops
- Journey mapping and automating data processes from multiple platforms/channels
- Collaboration in building a roadmap
- Leading projects in the design team
- Design Systems decision workflow

/ Senior UX Designer

NOV 2021 - MAR 2023

Design strategy across teams, from defining problems to solutions

- Mentoring and advocating UX and user-centred design
- Project planning, adapting diverse methodologies and design practices
- Stakeholder management from the UK, the US, Australia and India
- Design Ops for better communication and collaboration
- Research, concept testing & usability testing

Skills continued

Usability, and concept testing,

Value Proposition, use cases, Jobs To Be Done, user flows, Persona development,

Experience mapping, storyboards,

Accessibility and inclusive design,

Design Systems,

Knowledge of HTML, CSS, JavaScript, PHP, MySQL, data integration, SEO

Australian Unity / UX and UI Designer

DEC 2020 - NOV 2021

Member's Value Proposition (MVP)/Customer Digital & Technology team

- Redesign Australian Unity member's 'My Real Wellbeing' app (iOS & Android)
- Re-define style guide for MVP native apps
- A feature to sync the app with health and fitness devices
- Brain games for mental health
- Savings calculator for financial wellbeing
- Dashboard

Bound / Senior UX Designer

JUN 2019 - FEB 2020

■ NAB - Senior UX Design Consultant

Home Lending Experience team

- Loan payment at retirement - designed a new tool for bankers to manage evidence from applicants nearing retirement
- Future Banker Tools end-to-end experience design plan
- Design consulting for a living style guide in the design system team
- Set up tools for better communication, collaboration and team engagement

■ LUCRF Superannuation Co. - Senior UX Information Architect

Developed the website strategy with supporting content and page designs catering end-users' needs according to their life moments and Jobs To Be Done.

RMIT Online / Experience Designer

JUN 2018 - FEB 2019

UX and Service design team

- Short course students' experience design
- Comparative Analysis for Online Learning Businesses and Organisations
- Opportunity mapping
- Decision tree for choosing an online course
- Established benchmarks across the front-end part of the marketing funnel where end users purchase short courses

Monash University / Contract UX Designer

APR 2018 - JUN 2018

eSolution team

- e-Form Design and guideline
- Consulting visual interaction design for online learning platform

General Assembly / UX Design Instructor (Associate)

FEB 2018 - APR 2018

Taught User Experience Design Immersive and UX part-time courses

Self Employed / UX, Product and Digital Design Consultant

2015 - 2017, MELBOURNE, SYDNEY, PERTH

- Web app redesign and enhancement
- Mobile apps (Hybrid and iOS)
- Web design and branding

Chef and English as a Foreign Language Teacher

2003 - 2014, ADELAIDE, PERTH AND SOUTH KOREA

Early Career Highlights

Internet Manager, Interface Designer, Multimedia Designer, Graphic Designer

1995 - 2002, SOUTH KOREA

Employers and clients:

- Intel ■ Microsoft ■ LG
- Samsung Electronics ■ HP
- Hyundai ■ SK Telecom

Education

The Interaction Design Foundation / UX Certificates:

AI for Designers, Usability Testing

2024, 2018 ONLINE

Nielsen Norman Group / UX Certificate (UX Management):

Service Blueprint, Becoming a UX Strategist, Being a UX Leader, UX Roadmaps, Facilitating UX Workshops, Design Tradeoffs and UX Decision Frameworks

2021, ONLINE

General Assembly / User Experience Design Immersive

2017, MELBOURNE

North Metropolitan TAFE / Certificate IV, Web-based Technology

2014, PERTH

Chonbuk National University / Bachelor's Degree in Industrial Design-Visual Communication Design

1995, SOUTH KOREA