

STELLA CHA.

EXPERIENCES

Escape Platforms

Product Designer / 2023 - Present

- Led the planning and design of a **community platform** from conception to launch in a **startup environment**.
- Collaborated closely with developers to translate design concepts into functional features.
- Conducted research, such as user interviews and A/B tests, to drive **continuous post-launch enhancements**.
 - Simplified sign-up process, reducing time by 10 secs.
 - Significantly decreased login-related inquiries.
- Successfully acquired over **900 participants** and generated **\$60,000 in revenue**.

LIEGG

Co-Founder / 2022 - 2023

- Recruited **318 members across 24 universities** over 14 months, managing a total of **6,615 written pieces**, driven by the motivation to enrich people's lives through writing.
- Secured 2 Korean government support programs.
- Developed & launched a **beginner-friendly writing kit** to enhance user writing experience, including a prompt book and inspiration notebook.
 - Achieved **634% funding success** upon launch.

3D Design & Printing

Web Designer & SEO Analyst Intern / 2021

- Analyzed and optimized the company's website, resulting in a 40% increase in organic traffic.
- Implemented design changes, integrated analytic tools, and created a comprehensive digital strategy report.
- Received **"Outstanding"** on the Performance Evaluation.
- Invited as a nominee for **Best Co-op Student of the Year**.

EDUCATION

University of Waterloo

B.A. Global Business & Digital Arts

Waterloo, ON, Canada

Semiahmoo Secondary School

Assisted in lesson planning and provided one-on-one support to students as a teaching assistant for Pre-Cal 11

Surrey, BC, Canada

CONTACT

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🌐 Languages:
English & Korean

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🎂 Date of Birth:
December 31, 1999

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ABOUT ME



I am a product designer dedicated to turning **real user pain** into seamless, intuitive experiences. My design philosophy centers on **empathy** and **inclusivity**, aiming to make technology accessible to everyone.

Growing up, I witnessed my grandmother's daily struggles with her disability. This inspired me to pursue UX design, driven by a genuine passion to create technology that includes and empowers everyone.

PROJECTS

Echoes (Personal Project)

Developed a personalized learning app that addresses diverse learning speeds and provides tailored educational support, drawing on insights gained from three years of teaching experience.

Griigo & Website (Group Project)

Redesigned and rebranded the Griigo & website to seamlessly connect users with spaces and experts.

Cisowon Magazine

Consistently published weekly issues since January 2022, compiling key news and facilitating engaging Saturday discussion sessions with students around the world.

SKILL

Figma	<div style="width: 100%;"></div>
Adobe XD	<div style="width: 100%;"></div>
Protopie	<div style="width: 80%;"></div>
Adobe Photoshop	<div style="width: 90%;"></div>
Adobe Illustrator	<div style="width: 85%;"></div>
Sketch	<div style="width: 70%;"></div>
Balsamiq	<div style="width: 60%;"></div>