

Jaeho Choi | Product Designer

Product designer who works across the whole process, from user research and problem-mapping to design systems, prototyping, and developer handoff. At my internship I was the only designer on two consumer apps and took both from first sketches to release. I also do rebrands and e-commerce sites for small brands, and I build most of them myself in Figma, Framer, Adobe Creative Suite.

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Eligible to work in Canada
8 Widmer St, Toronto

Professional Experience

Sunny Innovation Lab / Product Design Intern

Aug 2025 - Aug 2026 / Toronto, Canada / Part-time

A studio building consumer mobile apps.

- The only designer on two consumer apps: Scanatory (OCR text capture) and an LED banner display app.
- I ran the work from research and wireframes through the design system, prototypes, and handoff.
- Redesigned Scanatory's capture flow after 9 usability sessions. Saving an entry went from 6 steps to 4.
- Built a 24-component design system and set up an AI-assisted prototyping workflow. Concept to a testable prototype dropped from about a week to two days for our team of five.
- Worked with 1 PM and 3 engineers on weekly cycles. Wrote the handoff specs and sorted out rendering issues on both iOS and Android.

Freelance / Web Designer

May 2026 - Present / Toronto, Canada

Rebranding and e-commerce sites for small brands, from the brand work through to the live site.

- Ran two projects on my own, from the rebrand to the UI to the front-end build in Framer.
- Turned each brand's identity into a working storefront, designed in Figma and built by me. Turnaround ran four to eight weeks.
- Handled client discovery, direction, and launch as the only point of contact.

Education

OCAD University

Experimental Animation BFA

Sep 2023 - Apr 2027

Certificate

Google UX Design

Apr 2026 - Sep 2026

Completed the Google UX Design Certificate via Coursera.

Skills & Software

Skills

User-Centred Design, User Research, Interaction Design, Accessibility, Prototyping, User Testing, Data Analysis, Motion Design, Design Systems, Style Guides

Software

Figma, Framer, Adobe Creative Suite

Languages

Korean (Native)
English (Advanced)