

Hanseul Cho

Senior Enterprise UX Designer

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Highlight

Senior UX designer at Citi, specializing in enterprise applications and interaction design and serving 10k+ daily global users. Proactively designing practical and seamless designs with empathetic yet data-backed approaches. I started off as a UX developer leading from research, design, and delivery of the product. I also have passion for diversity, equity, and inclusion, and have co-founded and led internal networks from the beginning of my career.

Experience

Citi

Markets Risk - Senior UX Designer

2023 - Now

Create low-fidelity wireframes and **high-fidelity prototypes using Figma** including library and component management

Lead end-to-end designs of a markets risk application, **servicing 10k+ global users** across desktop and mobile platforms

Oversee product delivery including **design-to-development handover** with regular UX checkpoints

Partner with business stakeholders to define requirements, lead usability testing, manage book of work, and push for increase in UX adoption

Champion UX research and data-backed UX process, including card sorting workshops, user journeys, and personas, to improve information architecture

Contribute to the design system by proactively initiating library enhancement discussions and participating in UX bootcamp

Advocate for best UX practices and processes across design, development, and business teams with lunch & learn sessions and office hours

Lead adoption of AI tools within the UX team, accelerating workflows and improving design efficiency

Analyze usage analytics post-launch and iterate design process to improve platform
Collaborate with production support post-launch to **ensure product quality and user satisfaction**

FX UX Developer

2020 - 2023

Oversaw the UX strategy whilst setting UX standards and educating developers on the fundamentals of UX through workshops

Designed mock ups and prototypes for core deliverables for 50+ users

Worked closely with Quants and Traders to understand the business to define design and technical requirements

Collaborated with developers in an agile environment and deliver products for their full lifecycle

Implemented key features for the trading support application using React TS

Guided junior team members on UI development best practices

Led component migration from legacy Angular/C# to thin-client React TS

Equities Full Stack Developer

2019 - 2020

Volunteering

Co-Lead of Citi Internal Diversity Network

2019 - 2024

Co-founded and led the London chapter to attract, retain, develop, and sponsor diverse talents

Qualifications

Nielsen Norman Group UX Certified in Interaction Design 2022

UX Design Training for Successful Software Development 2021

Awards

Takes Ownership Silver Award at Citi 2025

Delivers with Pride Gold Award at Citi 2024

Education

Computer Science with Business and Accounting BSc at Queen Mary, University of London 2019

Skills/Tools

Figma

Prototyping

Usability Testing

Sketch

Matomo

Framer

React

Typescript

References

Available upon request