

Jonathan Woo

Contact

Phone

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Address

9828 Keeler Ave, Skokie IL

Education

2021

B.S. Psychology

University of Illinois Urbana-Champaign

2021

B.S. Sociology

University of Illinois Urbana-Champaign

2021

Art/Design Minor

University of Illinois Urbana-Champaign

Skills / Expertise

- User Experience Design
- Visual Design
- Graphic Design
- Mobile Design
- Responsive Design
- User-Centered Design
- Journey Mapping
- User Research
- User Persona Creation
- Wireframing
- Prototyping
- Usability Testing
- A/B Testing
- Figma
- Adobe Creative Suite
- Framer

Languages

English

Cantonese

Mandarin

Vietnamese

UI/UX Designer | jonathanwoo.net

Designer and artist who thrives on solving problems with clean and intuitive solutions that are as beautiful as they are functional.

Experience

04/2022 - 07/2023

Bold Insight - Downers Grove, IL

Designer

- Primarily responsible for researching, designing, and delivering high-fidelity prototypes for Bold Insight's consumer tech and marketing initiatives.
- Redesigned Google Discover's UI elements that simplified and consolidated user input and feedback options for content generation that more accurately reflects their interests.
- Collaborated with in house UX researchers to design dog training app that implemented UI elements to make dog training experience more engaging and effective.
- Designed concept EV dashboard for company marketing and auto expansion initiative.
- Provided graphic illustrations for marketing initiatives and medical product IFUs.
- Created Journey Maps and template to assist researchers in their research projects.

04/2022 - 02/2023

Bold Insight - Downers Grove, IL

Client Services Associate

- Assisted clients and researchers in preparation for fieldwork.
- Coordinated with vendors for recruitment of ideal candidates for research.
- Responsible for maintaining databases of current and past participants, keeping track of requests and expenses at facilities, and maintaining stock of inventory.
- Provided assistance for clients, researchers and participants to ensure all requested accommodations were met.
- Provided support for on-site fieldwork through participant management, catering orders, and facility upkeep.
- Oversaw maintenance and inventory management of both Downer's Grove and Chicago facilities.
- Arranging equipment to ensure frictionless experience for researchers, clients and visitors at facilities.
- Ensured clients, participants, and visitors felt welcomed at Bold Insight's facilities.

01/2021 - 05/2021

Vrtumind - Champaign, IL

Visual/UX Designer

- Designed the user interface for Vrtumind's meditation app by conducting user discovery, synthesis, usability testing, and rapid prototyping to ensure an intuitive, decluttered, and calming user experience.

10/2020 - 12/2020

UIUC Spatial Cognition Lab - Champaign, IL

Research Assistant

- Conducted trials measuring human comfortability with drone proximity using VR in a laboratory setting.
- Instructed subjects to use VR equipment, audio equipment, GSR device and PC equipment while adhering to COVID-19 guidelines to simulate the conditions of the experiment.
- Edited videos for subjects who participated in the online version of study.

Reference

Deb Penny

Designer, Bold Insight

Phone: 339-927-8102

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