

Diane Choih | UX Designer who loves strategy

I bring clarity to complex product and design challenges through research, strategic thinking, and a systems approach.

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UX and product experience

Atypical Community website, Phase II (via TechFleet) | UX Design Apprentice | Feb - Apr 2026

- Navigated a major product pivot, helping the team reframe the project around new client needs and priorities.
- Facilitated early client conversations to align on top use cases and brand direction, surfacing assumptions to test.
- Planned and conducted primary research and synthesized findings, **recommending a participatory platform** to foster community through direct user engagement.

Atypical Community website, Phase I (via TechFleet) | Product Strategy Apprentice | Sept - Nov 2025

- Co-led product discovery for Quirky Buds (a friend-matching program for neurodivergent adults).
- Synthesized qualitative primary research to identify user needs, assumptions, and product opportunities.
- Translated Phase I findings into a Lean UX Canvas and prioritized MVP strategy, **aligning the team around key opportunities and priorities** for Phase II.

Wright Squared website | UX and Website Designer | Sept 2023 - Mar 2024

- Designed the debut website for a boutique law firm, including an interactive web tool to model startup equity financing (Capitalization Table Evolution Generator) that **simplified a complicated financial task** for non-experts.
- Delivered responsive prototypes for mobile + desktop and provided post-design support to the front-end team.

Selected UX project

CareCircle (via Techstars Startup Weekend) | UX Designer | May 2025

- Developed a Startup Weekend concept for caregivers through user flows, wireframes, and a high-fidelity prototype.
- Designed a two-tier navigation structure that **simplified access to core functions** for low-tech users while giving advanced users expanded care-management tools.

Career Break & UX Transition

Oct 2022 - present: Built UX skills and experience through formal training, freelance work, apprenticeships, and volunteer projects while parenting full-time.

Architecture experience

Annum Architects (formerly Ann Beha Architects) | Project Architect | Jan 2015 - Sept 2022

- Co-led the design overhaul of multimillion-dollar renovation projects at Yale University's Humanities Quadrangle and UPenn's Graduate School of Education, enhancing collaborative spaces and resolving existing accessibility issues.
- Managed and collaborated across interdisciplinary teams of engineers, consultants, and builders to coordinate design decisions, from concept through construction.
- Spearheaded a high school library feasibility study to help stakeholders prioritize future capital improvements.

Software + skills

Design: Figma/Figjam, Balsamiq, Adobe CC, wireframing, low/mid/high-fidelity prototyping, responsive design,
Research: UXtweak, Optimal Workshop, Notion, interviews, usability testing, card sorting, journey maps, personas

Education

CareerFoundry: Certificate in UX Design

Harvard Graduate School of Design: Master in Architecture

New York University: B.A. in Urban Design + B.A. in Metropolitan Studies