

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 user interviews and surveys, **translating findings into product and UX recommendations** to improve content, information architecture, accessibility, and navigation.

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

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

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

- Designed the debut website for a boutique law firm, including an interactive web tool to model startup equity financing that **simplified a complicated financial task for non-experts**.
- Delivered responsive prototypes for mobile + desktop and provided design feedback during front-end development.

Selected UX project

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

- Designed a mobile caregiver experience that **simplified access to core functions**, from user flows and wireframes through polished, high-fidelity UI and an interactive Figma prototype.
- Conducted usability testing and translated findings into design iterations, including a reworked navigation structure to better support different caregiver needs.

Career break + transition

Oct 2022 - present: Gained UX experience through training, freelance work, and apprenticeships while parenting.

Additional professional experience

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

- Co-designed complex, multimillion-dollar projects at Yale University and UPenn, from early requirements through construction, balancing client priorities, technical constraints, and input from multidisciplinary teams.
- Coordinated cross-functional teams of engineers, consultants, contractors, and clients to align stakeholders, resolve complex design decisions, and navigate changing project constraints.

Software + skills

UX Design + Strategy: Figma (incl. components + prototyping), FigJam, Adobe Illustrator / Photoshop / InDesign, mobile and responsive design, user flows, design systems, information architecture, usability, wireframes, journey maps, interaction design, WCAG 2.1 AA, product discovery, MVP prioritization, Agile

UX Research: UXtweak, Optimal Workshop, user interviews, surveys, usability tests, research synthesis, card sorting

AI: generative AI for research synthesis and UX copy

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