



Deanna Choi

Vancouver, BC, Canada

deanna-choi.com

heydeannachoi@gmail.com

+1 (604) 704 7733

Skills

Product Design

UI design, UX design, Problem-solving, Prototyping, Interaction design, Design system, User flow, Web app/Mobile app.

Product Management

Product strategy, Roadmap planning, Prioritization, Feature brief, Product decision, Cross-team collaboration.

User Research

Research planning, User Interviews, Usability Testings, Diary studies, Market research, Data analytics.

Education

Sep 2017 - May 2021

Emily Carr University

Interaction Design (BDes)

Sep 2014 - Apr 2016

OCAD University

Graphic Design Major(BDes)

*Transferred to Emily Carr University

Experience

Product Designer / Team lead at Pilot

Feb 2022 - Mar 2024 | Vancouver, BC, Canada

- Worked closely with cross-disciplinary teams to transform Pilot from a 'Travel planner' to an 'All-in-one travel app' which contributed elevating **company equity value from 70K to 20M USD**.
- **Designed Pilot's core MVP features** aligning with our Unique Value Proposition, resulting in significant metric improvements:
 - Expanded user base from 500 to 23,000 within two years.
 - Increased Sign up activation rate by 105% within two years.
 - Improved customer satisfaction metrics from 55% to 73% within one year (PMF survey).
- **As a team lead, recruited and mentored two fellow designers**, established the design framework and **revamped the design system** for efficiency and scalability.
- **Managed the entire design process end-to-end**, from the design concept, conducting market and user research, wireframing, prototyping, and delivering final solutions to the end users.
- Played a **pivotal role in securing an additional \$1.2 million (CAD) in funding for Pilot in 2023** by designing pitch decks and effectively communicating with investors through my presentation.

UX/UI Designer at Minivillage

Oct 2021 - April 2022 | Vancouver, BC, Canada

Minivillage is a hyper-local neighbourhood app enables people to build better connections.

- **Designed key product features for a successful soft launch**. Revised the user onboarding & verification process to shorten the sign-up process by 40%, and designed service & event discovery, as well as booking and the payment flow from concept to completion.
- **Conducted user research** using mixed research methods to identify user pain points and uncover business opportunities and run product research workshop for the internal team.

Digital Designer at Onikon Creative

Feb 2019 - Aug 2020 | Surrey, BC, Canada

- Worked in the design team at a digital marketing agency. I designed a wide range of marketing materials, including brochures, business cards, website banners, and postcards for our clients in the real estate industry.

Internships

UX Research Intern at QANDA

Feb 2021 - May 2021 | Seoul, Korea

QANDA is an AI powered educational app used by 70M secondary student users world wide.

- Participated 'Paywall optimization' and 'Search experience optimization' projects. I was tasked with overseeing research operations, research planning, analyzing data, and crafting the final report.

UX Research Intern at Hankook Research

Oct 2020 - Jan 2021 | Seoul, Korea

Hankook Research is the one of top 3 research firms in Korea.

- Participated in 'AI Home IoT device research' and 'Post-COVID e-commerce research' with Samsung.
- Collaborated with senior researchers to conduct comprehensive research, utilizing a combination of qualitative and quantitative methods such as focus group interviews, diary studies and survey.

UX Research Fellow at Microsoft x ECUAD

July 2019 - Aug 2019 | Redmond, WA, USA

- Participated in the 'Meta OS ideation project' with the Microsoft Design team in Redmond. As a UX researcher/designer on our group, I conducted user interviews, field studies, market research, and created video prototypes to validate and showcase our ideas.