

JAY CHOE

Experience

Mid-Senior UX/UI Designer - Fugro

Geo-data SaaS platform designed for power network analysis and asset management (APR 2025 - CURRENT)

- Redesigned the entire product interface to be fully responsive across devices, significantly improving user accessibility and experience.
- Collaborated with various stakeholders to understand customer needs, gather feedback, and align product design with business goals.
- Conducted client meetings to identify pain points and incorporate insights into design improvements.
- Updated the existing design system by redefining foundational elements, rebuilding components, and remaking design tokens to ensure consistency and scalability.
- Created comprehensive UI kits for two core products (previously developer-designed), enabling the design team to maintain consistency and efficiency in future updates and new features.

UX/UI Designer - VixVizion

Facial Recognition SaaS (JUL 2021 - APR 2025)

Joined when the company served a few clients, and now it supports thousands. As a solo designer, I achieved the following:

- Redesigned the website, increasing conversions by 125%.
- Designed the 'Harmini' self-exclusion platform, which involved three different client depts and two formats (laptop, mobile), funded by the government.
- Redesigned 'Imagus,' a facial recognition software UI
- Created design system to ensure consistency across digital platforms and different projects.
- Applied design thinking methodologies, including user research, persona, prototyping (low to high fidelity) and user testing.
- Collaborated closely with the team - CTO, product managers, Sales and front/backend developers.

Education >



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JAY CHOE

Education

Masters in Interaction Design - University of Queensland
(FEB 2020 - DEC 2021)

- Courses
- Design Thinking
 - Introduction to Web design
 - Human Computer Interaction
 - Graphic Design
 - Digital Prototyping
 - Social & Mobile Computing
 - Design Computing Studio
 - Masters Thesis

Graduate Certificate in Information Technology
- University of Queensland (FEB 2019 - DEC 2019)

- Courses
- HTML/CSS
 - JAVA
 - PYTHON
 - SQL

Bachelor in Electrical Engineering (FEB 2014 - DEC 2017)

Highlights >



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JAY CHOE

Here are some highlights of my experience.

- **UI/UX Expertise**

Designed user workflows and interfaces using Figma.

- **Design Systems**

Created a comprehensive UI Style Guide to ensure design consistency and improve development efficiency.

- **Problem-Solving**

Applied design thinking methodologies, including user research, clients interviews, persona development, prototyping, and user testing to deliver solutions.

- **Collaboration**

Worked closely with product managers and developers to align designs with project goals.

With my **CAN DO** and **WILL DO** attitude, I believe I can bring my skills and passion for innovative design and contribute to meaningful user experiences.



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