

Sae Bom Choi

Product Designer

PERSONAL INFO

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(password: hello)

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EDUCATION

College:

University of California,
Berkeley

Degree:

Bachelor of Arts in
Art Practice

SKILLS

User Experience Design, User Interface Design, Design Systems, Mobile Design, Design Pattern, Accessible Design, Wireframing, Rapid Prototyping, Usability Testing, Flow Chart, Illustration, Graphic Design, Typography, HTML, CSS, Ceramic, Screen Printing, Acrylic, Sketching

DESIGN TOOLS

Figma, Sketch, Axure RP, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Confluence, Jira, Trello, Asana, Miro

EXPERIENCE

Product Designer

Cisco Systems, Nov 2021 - Present

CX (Customer Experience team)

- Set up and manage a new design system for the new release of the CX platform, product, and apps
- Lead design projects for CX engineering teams, enhancing UX/UI for products and internal tools
- Design an AI assistant catalog that enables users to customize their own AI assistants, explore and test assistants created by others, and ensure alignment with established design patterns and technical requirements

CX Cloud Mobile

- Led end-to-end design process in collaboration with cross-functional teams to improve customer support experiences and established user-centered experiences for SaaS mobile app

Design System - Figure8

- Collaborated with cross-functional teams to develop scalable and efficient components, variations, props, and patterns for a SaaS desktop application
- Established design standards, principles, interactions, usage guidelines, accessibility requirements, and patterns for 100+ designers to use

User Experience Designer

McGraw Hill Education, Jul 2020 - Nov 2021

- Led projects of varying scopes for the ALEKS EdTech product, designing interfaces for both instructors and students
- Collaborated with project managers and stakeholders to define detailed business requirements and align design strategies
- Managed the style guide and component library to ensure consistency across the product
- Created wireframes, high-fidelity prototypes, and interactive design experiences while working cross-functionally with teams
- Partnered with engineers to deliver detailed design specifications, ensuring high-quality implementation
- Collaborated with the user research team to validate design assumptions through usability testing, ensuring data-driven design decisions.

UI/UX Designer

DoubleDoor Technologies Inc., Feb 2019 - Jul 2020

- Managed and created an end-to-end design process using a user-centered design methodology
- Created user flows, sitemap, service hierarchies, and conducted competitive analysis to generate effective design solutions
- Produced visual design layouts and UI assets that aligned with the design system, collaborating with marketing and business teams to create comprehensive design materials