

Jenny Cho

UX/UI Designer & Product Designer

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SUMMARY

I am a passionate UX/UI designer with **five years of experience** specializing in **web and mobile** applications for **SaaS businesses**. With a bachelor's degree in computer graphics and imaging (CGI), I bring expertise in **2D and 3D graphic design and motion graphics**. I am committed to delivering innovative, user-centric solutions that drive engagement and business growth.

EXPERIENCE

Lead UX / UI Designer — Smerf

Dec 2022 - Present

SaaS | Web App | Cloud-based | Social Gaming | Mobile App

- Planned, proposed, and designed innovative solutions including, but not limited to, a live communication tool, a data analytic interface, a virtual event system, an administrative system, a user-discovery system, an internal web tool, and a notification system.
- Shaped user experiences by optimizing the user onboarding flow with research-backed data, yielding a 40 percent increase in user connection rates.
- Led design reviews and presented to senior stakeholders and executive-level leadership.

UX / UI Designer — Smerf

Jan 2022 - Dec 2022

- Developed high-level mockups, interaction flows and prototypes to effectively communicate design vision.
- Conceptualized over 200 in-app graphics, promotional brand assets, and social media content, producing almost 300 percent growth across all social media platforms.
- Contributed to and optimized a complete design system that consists of atoms, molecules, and organisms.
- Collaborated with the product manager, development team, and stakeholders to help define and fulfill on-time, detailed, and polished deliverables.

UX / UI Designer — Women's Launch Network

Sept 2024 - Dec 2024

Non-Profit | Web App

- Provided leadership and design direction for a non-profit organization's website, giving detailed and actionable design feedback across multiple teams.
- Optimized brand opportunities into design deliverables through industry-grade research, wireframing, evaluations, user flows, sketches, and mockups.
- Developed KPI structure to analyze customer response and website data to monitor the website's performance post-launch.

Product Designer — Freelance

Jan 2019 - Present

Non-Profit | B2B | SaaS | Video Game | Augmented Reality (AR) | Mobile | Web App

- **Asterismic Games** - Synthesized research studies and findings for a video game and established an intricate user interface that includes a design system with mockups and flows to be implemented into Unity.
- **Be the Entrepreneur** - Researched and evaluated adjacent companies for an education business to assess the most optimal ease of design for their website and developed wireframes and visual mockups that were then

implemented for launch.

- **Organic Oud Farm** - Created brand guidelines and concepts for a B2B business and produced high-level mockups for their official website, while creating documentation design directions for future iterations.
 - **History X** - Designed an in-app interface for an augmented reality (AR) application that incorporated revenue models and led the user research team to create a human-centered design that targets key users.
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EDUCATION & CERTIFICATIONS

Bachelor of Science in Computer Graphics and Imaging (CGI) - Lehman College (*June 2020*)

User Experience Design Certification - General Assembly (*Oct 2021*)

Associate of Applied Science in Digital Design - Hostos College (*June 2016*)

SKILLS & COMPETENCIES

Figma, Adobe Photoshop, Adobe After Effects, Cinema 4D, Typography, Visual Design, Wireframing, Mockup, Prototype, Design System, Web Design, Mobile Design iOS & Android, User Research, UX Writing, Project Management, Design Thinking, Secondary Research, Affinity Mapping, Personas