

# RACHEL YEAGYEONG CHO

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Senior UX Designer with 7 years of experience. 43+ projects under my belt, from research to design in IOT, Ecommerce, Food Equipment, Gaming, DEI Education, Edtech, Conservation, VR, Fashion.

## EXPERIENCE

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Pfizer (Contract with BlinkUX), Los Angeles, California

**Senior UX Designer & Researcher** | 08/2024 - Current

- Led the revamp of the GCC/ SRE departments' dashboard to monitor the health of applications across the network.
- Collaborated closely with a design manager, project manager, and 3 designers to enhance pfizer digital experience
- Conducted 25 live user research interviews with key stakeholders to help decision on requirements for dashboard.
- Analyzed and collaborated with IBM Gen AI data models and generated actionable insights for Pfizer's team in Greece.

Aristocrat, Las Vegas, Nevada

**Senior UX/UI Designer** | 12/2023 - 08/2024

- Redesigned 6 casino mobile app prototypes.
- Designed gamification features to connect with player and operator.
- Designed tableau data visualization dashboard on a product with moderate to high visibility, risk, and/or complexity
- Collaborated with cross-functional teams, including 1 UX Director, 6 product managers, 4 SMEs and stakeholders.

WELBILT.INC (ALI GROUP, ALI HOLDING SRL), Tampa, Florida

**Lead UX Designer & Researcher** | 06/2023 - 09/2023

[Case Study \(Password:Rachel1234\)](#)

- Led KitchenConnect design project to deploy commercial food equipment.
- Redesigned 3 main features: hardware health check, firmware updates, and organization management.
- Increased usability satisfaction from 52% to 78% over a period of 4 months.

YG MEDIA LLC, New York, New York

**Senior UX/UI Designer**, 2016-2023

- Led 43 UX freelance projects, spanning diverse industries and client needs, from research to design.

YG MEDIA LLC projects include;

DIVERSITY WAY MAKER, DEI education podcast | [Case Study](#) | 09/2022 - 06/2023

- Pitched podcast training platform to articulate DEI executive training
- Identified training opportunity through market analysis and led user interviews of 15 executives.
- Expected to increase executive learning satisfaction from 55% to 70%.

PERTS, perts.net sponsored by Gates Foundation | [Case Study](#) | 03/2023 - 07/2023

- Investigated low top-of-funnel traffic. Designed responsive website concepts to attract underrepresented communities.
- Increased user engagement by 15% and increased conversions by 10%.

UNIVERSITY OF FLORIDA, Alumni engagement research | [Case Study](#) | 07/2022 - 09/2022

- Designed new alumni engagement portal wireframes to address the top 6 usability testing issues.
- Added 3 new features: profile matching, mental health support and event center.
- Intuitive Implementation underway. Consistently earned high praise and strong client satisfaction.

GREENPEACE, Donation process improvement | [Case Study](#) | 04/2022 - 07/2022

- Investigated falling revenue from donations year over year for Greenpeace Malaysia.

- Analyzed website conversion funnel. Proposed 3 recommendations: redesigned homepage with clear value prop, better payment options and email touchpoints.

WALMART, Sales Data Visualization | [Case Study](#) | 09/2018 - 11/2018

- Redesigned sales dashboard prototypes focusing most frequently accessed data for sales associates.
- Decreased time on task for top 5 sales journeys from 5 minutes to 30 seconds.

OGS, [Online-go.com](#) | [Case Study](#) | 01/2023 - 03/2023

- Redesigned popular online android game mobile/desktop mockups to attract western users as part of internationalization strategy.
- Increased user sign-up by +10%. Retention rate grew to +7%.

JUMP INTO THE LIGHT NYC | [Case Study](#) | New York, New York

**Virtual Reality UX Designer, 2018**

- [Designed advertising content](#) for over 40 corporate VR/AR events, for clients included Microsoft, Facebook, Yelp, Google, and Nike. Supported social media campaigns to use analytics data.
- Executed with creative directors and account managers on over 30 campaigns quarterly, and collaborated VR/AR multimedia projects, achieving 3 million impressions on Instagram, and Facebook. Increased unfurl rates of 40% and click-through rates of 15%.

ELLEBORIS (Subsidiaries from [Papaya Clothing](#)) | [Case Study](#) | Los Angeles, California

**Product Development Manager, 2014-2015**

- Managed marketing strategy and product development of a \$15 million overseas factory.
- Delivered cost and quality improvements while increasing profit margins by 20%.
- Communicated with foreign markets and developed, and expedited over 20 new products.
- Improved sales by 63% within two years, with 70% reduction in delayed product penalties.

## EDUCATION

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Community College of Philadelphia, Business and Technology, PA, 2021

School Of Visual Arts, New York, New York, B.F.A, Illustration, 2019

## CERTIFICATIONS

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*Certificate in User Experience Design, The Interaction Design Foundation, 2022*

*Certificate in Computer Programming JavaScript, UX Design, General Assembly, NYC, 2020*

## AWARDS

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*Brand promotion for Graphic Design and Branding on Weibo.cn (Web, China), 2019*

*“HOPE Art Competition,” finalist and awarded small group exhibition in West Gallery (NY), 2018*

*Behance “Featured boards User Experience Designer” (Web, US), 2018*

*Top 5 most-discussed design projects from SVA portfolios (New York, NY), 2019*

## TECHNICAL SKILLS

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Figma, Adobe Creative Suite, Microsoft 365, Confluence, Jira, Airtable, Tableau, PowerBI, HTML, CSS, JavaScript, jQuery, JSON