SOOHO CHOI
Product Designer

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WORK EXPERIENCE

Toast / Product Designer
November 2020 - Present

Toast Capital & Financing team.
Building financial products to help small business owners manage their cash flow and make smarter financial decisions.

MediaVue Systems / Product Designer
August 2019 - October 2020

Led the company website re-design project from conception to launch and worked closely with marketing, sales, product manager and engineering team.

Worked on redesign of the company partner program page that increased the sales revenue by 80% .

EDUCATION

Rhode Island School of Design
BFA Industrial Design (STEM), 2019

Massachusetts Institute of Technology
Course in Product Design and Development, 2019

Brown University
Course in Computer Science, 2018

AWARDS

MUSE Design Awards
Gold winner (Health & Awareness), 2022

MUSE Creative Awards
Silver winner (Conceptual Design), 2022

New York Product Design Awards
Silver winner (Digital Devices & Technology), 2021

SKILLS

Software

Figma
Sketch
Flinto
Zeplin
Invision
Coda
Adobe Suite

Languages

English
Korean
Chinese

Design

Experience Design
Interface Design
Rapid Prototyping
Interaction Design
Information Architecture
Visual Design

Research

User Research
Usability Testing
A/B Testing
Data analysis