

Nancy Choi

Product Designer

EXPERIENCE

Vena Solutions – Product Designer

Jun 2021 - Present

- + Collaborated with designers and developers to create and enforce design patterns
- + Revamped, governed and maintained Vena's design system (Kardia)
- + Facilitated design system rituals and brainstorm sessions to create alignment between teams
- + Worked cross-functionally with stakeholders to deliver projects in PLG and Kardia
- + Redesigned Vena Preview to allow for a more user-friendly and valuable experience
- + Conducted customer interviews and synthesized research findings
- + Enforced accessibility compliances from WCAG (AA - AAA)
- + Utilized my fluency in Figma to mentor designers and rebuild working and efficient components

TribalScale – Product Designer

Aug 2020 - Dec 2020

- + Worked in a Lean & Agile team environment to ideate and build visual/experience solutions
- + Built user experience solutions for products while catering the needs of clients across various platforms (Mobile, IOS, Android, PWAs)
- + Created design systems, user flows, wireframes, and working prototypes
- + Collaborated with a multi-disciplinary Agile team cross-departments
- + Applied universal design and accessibility guidelines when creating design assets

Amgine – Marketing Specialist

May 2020 - Apr 2021

- + Designed posts for LinkedIn as well as create email campaigns on Mailchimp
- + Reformatted powerpoints using Adobe Creative Suite and Microsoft Office Suite
- + Used Google Analytics to create weekly KPI reports for the company website
- + Reviewed resumes and conduct screening interviews
- + Collaborated with a multi-disciplinary agile team cross-departments

Capacity Canada – Graphic Designer

Jun 2019 - Aug 2019

- + Worked closely with the Capacity by Design program
- + Built useful collateral with the Adobe Creative Suite
- + Designed the 'Design Thinking Workbook' with the Adobe Creative Suite
- + Managed social media accounts

TD UXperience Design Camp – UX/UI Designer

Nov 2018

- + Immersive hands-on 12 hour experience camp
- + Curated a viable solution for the challenge given in collaboration with TD bank
- + Went through process of creating user flows, wireframes, and working prototypes

EDUCATION

Bachelor in Global Business & Digital Arts

2017 - 2021

University of Waterloo

Waterloo, ON

Study Abroad at the School of Design

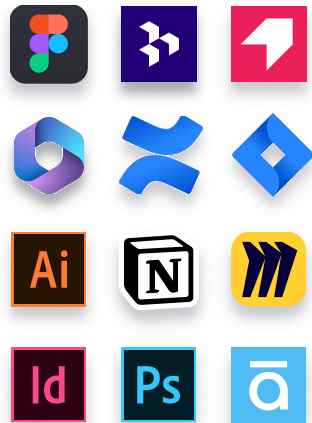
Sept 2019 - Jan 2020

University of Leeds

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Tools & Technical Skills



Design Skills

Lean + Agile UX
Design Systems
Design Thinking
A11Y (WCAG A-AAA)
Design QA
Wireframing
Rapid Prototyping
Design Research
User Research
Branding + Identity
Journey Maps + Flows
Information Architecture