Jihae Choe (Jay) Product Designer

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Product Designer with a background in graphic design, strong foundations in typography and visual communication, and front-end fluency in HTML, CSS, JS and React. Experienced in end-to-end product design with a practice shaped by cross-cultural contexts and AI-assisted workflows, including prompt-based ideation and AI-assisted coding. Brings a strong ability to translate complex problems into clear, engaging visual digital experiences.

PROFESSIONAL EXPERIENCE

PD Ladies Event Planning - Volunteer
JUN 2026 - Present

Co-organised the first design talk for a London-based community of 800+ product designers

- Co-developed the event theme, researched London-based speakers, and secured 3 speakers through targeted outreach.
- Built the event's first planning system, including a shared speaker tracker, outreach templates, event deck and pre-event checklist.
- Coordinated progress across the team, provided monthly updates to the programme lead

Artistry Platform · Toronto (Remote) - UX Designer
DEC 2025 — 2026 May

Working with a lean team to deliver an online exhibition platform driven by user research

- Collaborated with a cross-functional team of 5 (1 CEO, 2 product designers, 2 developers) to define and priorities MVP features.
- Supported UI execution by integrating brand direction, including prototyping with AI
- Designed both responsive desktop and mobile version
- Improved artist satisfaction rate by 19% after redesign.

Type&Faces Monthly Event - Speaker
FEB 2026

Main guest speaker on typographic system development and creative process

- Shared a display font and its system development and creative process
- Sold-out ticket with 112 audiences

KEY PROJECTS

From Hand to Font Series - Workshop + Web
SEP 2026 - Present

Workshop for non-designers to convert their hand drawing alphabets into usable digital font

- Led five 2-hour workshops with up to 9 attendees per session.
- Identified a key action missed by ~40% of participants, which led to redesigned its placement and color, with all participants finding it in subsequent sessions.
- Identified a 13-minute wait as a drop-off point and introduced a mini activity to maintain engagement during the inevitable downtime.
- Invited to facilitate the workshop at venues and festivals across Europe, including Corner Corner, Rhizomatic, Glasgow Zine Library and Bremen Zine Festival.

Earnify App - Mobile
SEP 2025 - APR 2026

Mobile app addressing the financial habit gap among UK teenagers aged 14–16.

- Conducted user surveys with 30+ parents and teens to define a problem statement.
- Created a design system from 0 to 1.
- Translated 40+ user stories into four core MVPs.
- Interviewed 6 teenagers and 1 parent to understand user needs and pain points.
- Conducted usability testing with SUS of 80 and Net Score of 60 to prove its easy usage

LinkLand App - Mobile
APR 2025 - JUL 2025

Gamification mobile app addressing difficulties for long distance relationship by providing a way to balance between work and relationship

- Conducted 1:1 in depth 30 minute Interview with 17 users who have family member or partner in different countries
- Improved SUS score from 50 to 80 from three rounds of user testings which shows inutive usability on getting new features for long distance relationship

AWARDS

CGDA Visul Communication Design Award
2021

The 17th Shanxi Design Award
2020

Interactive Art Awards
2020

Kan Tai-Keung Design Award
2020

EDUCATION

London Design Center (LDC)
SEP 2025 - Present
London, UK (Remote)
UXUI Bootcamp

Royal College of Art (RCA)
2024 - 2025
London, UK
Visual Communication MA

Maryland Institute College of Art (MICA)
2016 - 2020
Baltimore, USA
General Fine Arts BFA

TOOLS

HCI	Figma, Figma Make
Front end	HTML, CSS, JavaScript, React, Cytoscape, Three.js
AI	Cursor, Claude, Codex, Gemini, Higgsfield, Midjourney
Graphic	Adobe (Photoshop, Illustrator, InDesign, After Effects)
3D	Blender, C4D, Spline