PAUL CHI

Product Designer

PRODUCT DESIGN PROJECTS

Give2Learn
Product Designer   May 2023
- Led a cross-functional team of 6 designers and 3 developers to win 1st place out of 7 teams during a 5-day hackathon
- Conceptualized, designed and advocated for a web digital product enabling users to donate unwanted computers to schools within an UX iterative design process and best practices
- Applied UX principles, research methodologies, usability testing, and data to inform design decisions

No Bad Food   August 2022
Product Designer
- Collaborated in cross-functional partners with 2 UX designers and 3 developers while applying user-centered design principles to construct a direct to consumer mobile product allowing users to share surplus food and reduce waste
- Applied rapid testing and design thinking practices to create a registration system from low-to-high fidelity prototypes
- Directed the team's UX writing and information architecture that guided users with concise text for easy navigation

Elana Health   January 2022 – April 2022
Product Designer (Contractor)
- Solved problems, shipped solutions and created growth to improve the overall experience for a web and mobile application for a female pelvic healthcare company achieving viable products
- Achieved a 14% increase in new users by developing a new design system (shared tools, grid system) and showcasing a new workflow
- Partnered with 4 engineering developers to ensure clarity and accessibility while handing off shipping features
- Facilitated weekly design meetings with 1 product manager, 2 stakeholders to communicate design rationale, receive critique, and present guidelines for the product that catered to user needs

Onebit, Inc.   April – May 2021
Product Designer
- Redesigned a desktop website for a SaaS startup aiming to help small business owners manage sales and expenses
- Researched findings and translated business requirements into user centered, design solutions that led to producing wireframes and prototypes; increased brand recognition by 40%

Peloton   March 2021
Product Designer
- Created a new social experience within the Peloton app to drive consumer engagement and conversion
- Implemented interaction design artifacts (journey maps, user persona, wireframes) to build consensus on designs
- Produced a product with strong visual design that utilized Peloton's UI design systems (typography, color, iconography) to ensure brand aesthetic; resulting in 20% increase in user interaction

WORK EXPERIENCE

VanityFair.com | New York and Los Angeles   January 2015 – Present
Contributing Writer-Editor
- Adept storyteller: increased new readership and click-through numbers by 15% through written celebrity articles, user interviews and research
- Strong communicator both written and verbal: coordinates with cross-functional teams to create compelling stories
- Led and executed coverage of red carpet premieres to write original stories, boosting brand recognition

People Magazine | New York   September 2007 – June 2014
Staff Writer-Editor
- Selected as one of five writers capable of writing and wireframing for every section of the magazine's diverse columns
- Fact-checked cover stories weekly by evaluating at least 3 other resources resulting in 100% accuracy
- Managed a team of freelance writers and reporters assigning them events and vetting questions

EDUCATION

General Assembly, Remote   February 2021 – May 2021
Certificate of Completion, User Experience Design Immersive (UXDI)

University of Washington, Seattle, WA   June 2003
Bachelor of Arts, Communications and Political Science

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SKILLS
Card Sorting
Competitive Analysis
Content Strategy
Contextual Inquiry
Design Systems
Information Architecture
Interaction Design
Journey Mapping
User Interviewing
User Research
Usability Testing
User Personas
User Flows
UX Writing
Presentation Design
Product Management
Project Management
Prototyping Design Systems
Site Mapping
Storyboarding
Visual Design
Web & Mobile Design
Wireframing

TOOLS
Adobe InDesign
Adobe XD
Adobe Photoshop
Asana
Figma
FigJam
Google Suite
HTML and CSS basics
Jira
Marvel
Miro
Sketch
Slack
Trello
Zoom

INTERPERSONAL SKILLS

Advocate for Users
Collaborative Team Player
Dependable
Detailed
Driven
Empathetic
Enthusiastic
Excellent Design Thinking
Hard Worker
Leader
Motivated Self-Starter
Multitasker
Organized
Passionate
Proactive in Finding Solutions
Strong Problem-Solving Skills

LANGUAGES

Korean (Proficiency in speaking)