



Daniel Cho

UX Designer

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Work Experience

Thomas Jefferson University Hospitals: UX/UI Designer

January 2023 - Present

- Led the redesign of the Sponsorship Portal comprised of an external applicant site and an internal administration site to better optimize Jefferson's contributions by saving \$2.5M per fiscal year.
- Collaborated with developers and product managers within an Agile framework while also assuming QA responsibilities.
- Translated large amounts of varied data into a public facing infographic that demonstrates Jefferson's larger commitment to diversity.

University of Pennsylvania, Perelman School of Medicine: UX Designer

July 2022 - January 2023

- Designed a joint website for two research labs to engage with a variety of site visitors: students, scientists, patients, and donors.
- Performed and analyzed competitive analyses and user research data. Created low to mid fidelity wireframes. Presented to stakeholders weekly.

BalletX, Philadelphia: Professional Ballet Dancer

October 2021 - July 2022

- Performed with one of the nation's most prestigious contemporary ballet companies, lauded by the New York Times as "among America's best"

MACOVIDVaccines.com: UX Designer

February 2021 - July 2021

- Collaborated with developers and a product manager to create a website that enabled MA residents to sign up for Covid-19 vaccinations during the height of the pandemic. We had over 20 million site visitors because the official state website was difficult to use.
- Co-led a remote, moderated usability study with 4 sessions. Designed new features based on need and user feedback.

Education

CareerFoundry UX Design Course

October 2020 - March 2021

- 6 month program specializing in UX fundamentals and methodology. Included user research, prototyping/wireframing, and specialization in advanced UI skills.
- Designed 2 apps end to end: a mobile skincare app and a responsive fitness app. Conducted user research, wireframing, and usability studies.

Swarthmore College: B.A. Dance and Education

Skills

Content Strategy
Evaluative/Generative Research
Information Architecture
Participatory Design
Prototyping
Storytelling
UI Design
Usability Testing
User Interviews
User Flows
User Research
UX Writing
Wireframing

Industry Tools

Adobe Illustrator
Adobe Photoshop
Adobe XD
Balsamiq
Figma
InVision
Sketch
Monday
Miro
Optimal Workshop
Principle
UsabilityHub
UserTesting
Zeplin

Languages

Spanish
Korean