

TANIA CHOI

650.714.7476(cell)
www.thinkvisually.com
taniachoi@thinkvisually.com

SYNOPSIS

Professional, passionate user-advocate, user interface designer, interaction designer, usability engineer
10+ years of user interface/ interaction design experience in consumer-oriented environments and research labs.
Successfully collaborated on cross-functional teams of business, engineering and content developers.
Strong ability to function as project lead/manager as well as individual contributor
Advanced degree in Human Factors/ Education (MA)
Experience working with cutting edge experts in the human computer interaction/ product design Terry Winograd and David Kelley as well as in Apple's Advanced Technology Group

EDUCATION

Stanford University
Learning Design and Technology (major in Human Computer Interaction) MA '01
Rhode Island School of Design, BFA '96
Graphic Design (major in Interface Design), Honor student
Brown University, BA '94
English & American Literature (major in Semiotics)

PROFESSIONAL EXPERIENCE

Interaction Designer (consultant)

Bank of America

(2009)

Created and produced wireframes mapping transition interactions for BFA new acquisition customers

ScoutLabs (Brand Scouting website)

(2008)

Usability Engineer (consultant)

- Designed usability test for ongoing redesigned prototypes
- Conducted user studies on and offsite
- Compiled, tabulated and presented results
- Made recommendations for solutions addressing user problems
- Designed UIs visualizing solutions for changes

Interaction Designer (consultant)

Fabrique (School Networking website)

(2008)

- Identified different user profiles for target audience
- Identified and mapped use cases for different user profiles in Omnigraffle/Visio
- Created wireframes for screen by screen user interaction
- Designed graphics for final user interfaces for version 1.

UI/Usability Designer (consultant)

Boorah (Social Networking travel website)

Pre-IPO Funded Startup

- Designed study gathering user-behavior and needs
- Designed 3-4 interactive and paper prototypes for the above study
- Analyzed and documented results and data
- Visualized recommendations for models of new interaction.

User Interface Designer (consultant)

GoWaza (Natural language search engine for restaurants)

Pre-IPO Startup

(2008)

- Designed and produced application landing page for first interface with customers.
- Designed graphic templates for individual AJAX modules
- Designed logo and identity branding

Worked with engineers to supervise template compliance

User Interface Designer

Greystripe (Mobile game advertising for cell phones)

(2007)

Designed and produced application landing page for first interface with customers.

Designed and produced graphic templates for customer sign up pages

Designed and produced graphic templates, customer interaction and information design for ad-upload wizard

Worked with engineers to supervise template compliance

Usability/Interaction Designer

Big Tent (Online forum management tool)

(2006-2007)

Heuristic evaluation of overall site functionality

Visualized different solutions for identified problems.

Interaction Designer/ Researcher

Stanford University

AAA Lab

(2002-2003)

Synthesized IBM's management training content and created relevant controlled vocabulary, nomenclature scheme and taxonomy

Created detailed design and functionality documents including storyboards, workflows, mockups, prototypes and specification

Created high and low fidelity prototypes for user evaluation

Plan, designed and conducted usability tests using heuristic walkthroughs, 1:1 discount usability sessions and cognitive walkthrough

Provided specific art direction requirements of applications including mocking up designs in Fireworks and HTML

Worked closely with engineers and content developers to integrate interface requirements with technical constraints.

User Interface Designer/ Content Developer

Sun Microsystems

(2001-2002)

Produced four Sun ONE Middleware courses that are among the Top 10 selling training products

Gathered product requirements from white papers, subject matter expert interviews and marketing requirement documents.

Project-managed and led development team, managing milestones and deliverables from the design document through implementation.

Planned, designed and conducted usability testing evaluating effectiveness of training content and learning model

Analyzed and interpreted results making recommendations for interface improvements

Consistently delivered projects on time or ahead of schedule.

Usability Researcher/Interaction Designer

Excite@Home

(2000-2001)

Responsible for evaluating the effectiveness [Excite@Home's](#) customer training tool in reducing phone traffic to call center

Plan, designed and conducted usability tests using in-home observation field study, forms, interviews and cognitive walkthroughs.

Analyzed and interpreted data collected from surveys, interviews and field observations

Produced interface and interaction guidelines

Made recommendations for interface and interaction changes given the findings from the study

Usability Engineer

AT&T Bell Labs

Responsible for defining user-interaction /experience models of a propriety audio instant messenger application

Viewed and analyzed recorded footage of on-field user usage

Identified and coded user-interaction models/ scenarios from printed user-logs

Planned, designed and conducted additional user testing to clarifying proposed user models

Produced report documenting findings and design implications.

Art Director/Usability Engineer

Medscape

(1999- 2000)

Worked closely with engineers, product managers and designers to gather product functionality and interaction requirements for electronic medical record application

Plan, designed and conducted usability sessions testing product functionality and user-interaction model

Drove the strategic and interface design process for patient portal AboutMyHealth

Managed vendor relationships (design contractors, print vendors, professional photographers)

Program Manager

Oracle Corporation

Employee Development and Recognition Program (EDRP)

(1999 - 2000)

Spearheaded the strategic repositioning and re-branding of company intranet

Collaborated across departments gathering functionality requirements

Project-managed and led development team, managing milestones and deliverables from gathering site requirements to implementation

Coordinated speakers and chaired Lunch and Learn Events

Senior User Interface Designer

Oracle Corporation

(1998 - 1999)

Worked closely with engineers and subject matter experts to define user interaction models for Oracle's top-selling online training product (Introduction to SQL)

Developing high level, and detailed storyboards, mockups and prototypes to effectively communicate user interaction

Produced reusable technical graphic elements for graphic repository using Illustrator and Photoshop

Created universal templates and interface guidelines consolidating Oracle Education Worldwide sites

Produced user interface templates and interaction models for Oracle's migration of computer-based training to web-based training

Adjunct Professor

Modesto Junior College

(1997- 1998)

Developed previously non-existent curriculum teaching basic graphic design principles to graduating seniors

Executed curriculum in multi-age and multi-cultural classrooms

Lectured about and mentored graduating students in portfolio preparation

Lectured at Asian American Cultural Forum

Human Computer Interaction Researcher(intern)

Apple Computer, Advanced Technology Group

(1996)

Developed user-interaction model for a relevance information browser/finder using direct manipulation

Produced iterative storyboards, mockups and prototypes refining user experience using Photoshop and Director

Presented findings, prototype updates to inter-departmental teams

SKILLS

In depth knowledge of user interface design principles, human factors and user centered design processes, interaction design guidelines, usability methodologies, industry standards and trends, platform standards, and software development process.

Experience running usability tests using methods of contextual inquiry, heuristic evaluation, paper-mockups, survey design, field studies, focus groups,

Experience producing low to high fidelity prototypes

Solid working experience with design tools including Flash, Fireworks Photoshop, Illustrator, Visio, etc.