

Yea Gyeong (Rachel) Cho

UX DESIGNER TRANSITIONING FROM FASHION PRODUCT MANAGEMENT

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Philadelphia, Willing to relocate

EDUCATION

Bachelor of Fine Arts in Illustration, **School of Visual Arts, NYC** 2019
Certificate | Computer Programming JavaScript, UX Design, **General Assembly, NYC** 2020
Associate Degree of Business and Technology, **Community College of Philadelphia, PA** 2021

WORK EXPERIENCE

YG Media LLC, New York, NY *Designer* **July 2016 – Present**

- Clients: New York hairmall, Jump into the light NYC, Walmart and Hogarth WW, UK (Certified Apple.inc Korean Translation)
- Initiated research through high fidelity prototypes - iterations based on user feedback, task analysis, thematic analysis, wireframing, prototyping, and usability testing
- Partnered with cross functional teams including development, marketing, QA, and design
- Developed consistent design system and style guides to increase brand consistency
- Results: Improved client's website signups traffic by 20% each month

Jump Into The Light NYC , New York, NY *Virtual Reality Graphic Designer* **May 2018 – August 2018**

- Developed advertising content for corporate VR/AR events; clients included Microsoft, Facebook, Yelp, Google, Nike; supported social media marketing campaigns
- Partnered with Creative Directors and Account Managers on 30+campaigns quarterly and collaborated VR/AR multimedia projects Impacts included 3 million impressions in Instagram, Facebook; expanded unfurl rates of 40% and click-through rates of 15%

Elleboris, Los Angeles , CA *Product Development Manager* **2014 - 2015**

- Managed marketing strategy and product development of \$15 million of China, Vietnam Factory
- Delivered cost and quality improvements to maintain margins
- Communicated with foreign market and developed new products
- Results: Improved sales by 63% within 2 years; 70% reduction in delayed product penalties

SKILLS / TOOLS

Brand identity, wireframes at varying levels of fidelity, prototyping, & coding. Partnering with designers and developers

- Sketch / InVision / Figma / Axure / After Effects

AWARDS

- [Brand promotion for Graphic Design and Branding in Weibo.cn](#) (Web, China)
- ["HOPE Art Competition" a finalist and awarded small group exhibition in SVA West Gallery](#) (NY)
- [Behance "Featured boards User Experience Designer"](#) (Web, US)
- [Work-abroad Dream scholarship nominee by Korea Student Aid Foundation](#) (KOSAF, Korea)
- [The Top 5 most-discussed projects from SVA portfolios includes a cinematic opening for the video game Tom Clancy's The Division2, the motor company Honda.](#) (New York, NY)