AMY CHO

UX DESIGNER

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5343 Tallman Ave NW
Seattle, WA 98107

M.S., HCI
2015-2018
3.98 GPA
DePaul University

UX TRAINING
NN/g
2016

PAID SEARCH CERT.
2014
DePaul University

B.S., MARKETING
2012
3.8 GPA
University of Illinois at
Chicago

SKILLS
Figma
Adobe Creative Cloud
Axure
Sketch
Principle
Balsamiq
Edge Animate
Indesign
Illustrator
Dreamweaver
InVision
SiteCore
WordPress
HTML/CSS3 /JS
SPSS
JIRA
Basecamp
Korean Native

LEAD UX DESIGNER, Oracle Cloud Infrastructure, 2020 – Present
- Lead Data Integration UX team including 2 Senior and 1 Junior Designer
- Design 20 new features across 4 product services including Data Integration, Data Labeling, AI Vision and Data Connectivity
- Lead design thinking process with Product team including 8 product manager and 3 global engineer teams to improve requirement gathering
- Create a UX team process, introduce user research methods, and propose improvements to project management to VP Engineer Architect and 7 product management teams

SENIOR UX DESIGNER, AWS FinTech, 2020 – 2020
- Launched the first automated financial software for AWS Finance team to manage and create AWS private deals from $1M to $550M for all AWS customers, reducing internal manual process by 70%
- Lead design thinking process with Product team including 1 product manager, 2 Senior designers and 6 engineers
- Managed and facilitated user research including design thinking workshops to create service blue print and personas

UX DESIGNER, Amazon Shipping, 2018 - 2020
- Researched and facilitated design thinking workshops including service blue print workshop with more than 3 international business teams
- Launched an automated pricing engine to improve account managers' manual rate review workflow; decreased 87% of manual process per shipper account (in total 700 shipper accounts)
- Launched new Amazon Shipping global registration website for UK and US to onboard ~2,000 global shippers in 2020 without manual sales touchpoint
- Launched new automated Shipping Claims experience, decreasing 80% of customer agent's manual review process per claim
- Included heuristic evaluation, user story mapping workshops, claim journey mapping and pitching the vision storyboard to multiple stakeholders across the organization
- Owned all feature designs for internal CRM tool to support and direct multiple stakeholders to long term vision, including global onboarding strategies

UX DESIGNER, SAP Customer Experience, 2015 - 2018
- Designed the first iteration of SAP UI Fundamentals design system with SAP Global design and engineer team
- Collaborated and provided feature designs and solutions for 7 international teams
- Lead design thinking process with product owners, technical lead and developers
- Created and executed multiple qualitative/ quantitative usability testing plans
- Redesigned B2C and B2B E-commerce responsive design storefront to accommodate accessibility standards and Angular technology
- Supported DataHub team with new data visualization interface for internal account managers to analyze product catalog
- Redesigned omnichannel CMS software, providing high-fidelity wireframes and documentation
- Create Axure UI Library to share with UX team

UI DESIGNER, Walgreens Co., 2014-2015
- Researched and documented all style guides within the enterprise
- Provided quality assurance for E-Commerce responsive design (500+ comps for all three inflections: Desktop, Tablet, and Mobile)
- Coded CSS3 animation library for development team in India
- Updated Walgreens Corporate UI Style Guide and GUI
- Completed Walgreens Photo UI Style Guide 2015, Drugstore.com, and Beauty.com UI Style Guides