Calvin Choi
Principal UX Designer

Contact

San Ramon, CA

(415) 425-2158

cal_choi@yahoo.com

www.iamcal.net

http://www.linkedin.com/in/calvin-choi-163ab92

Profile

As a Lead UX Designer with over 15 years of experience, I specialize in designing and developing mobile and web applications. I have a strong strategic UX background and a passion for amplifying the voice of end-users to create exceptional user experiences.

Skills

· UX strategy
· Strategic thinking
· UI/Visual design
· User ability study and testing

· Project management
· Agile software development
· Regulated medical device development
· Localization workflow

Experience

2021 - 2024

Principal UX designer, *Roche*

- **Manage design operations for regulated software**: Oversaw design operations for regulated medical device software for chronic diseases, such as Cardiovascular and Multiple Sclerosis, ensure high-quality delivery; create click-thru prototypes and collaborate closely with product stakeholders and development teams to enhance product performance through simplified UI and UX enhancements.
- **Develop effective UX strategies and solutions to enhance user engagement and adherence**: Define UX strategies for seamless user experiences, created user flows, wireframes, prototypes, and detailed UI specifications; work closely with the data science team to integrate AI features, improving user productivity and user engagement in digital medical devices.
- **Establish UX standards and conduct user research**: Create comprehensive application style guides and UX standards; conduct extensive user research with researchers to identify pain points and align solutions with user expectations and regulated product requirements.
- **Localization Design and Development Workflow**: Created and implemented a comprehensive localization process involving translation vendors, the design team, and the development team to ensure the design accommodates 12 different languages.

2020 - 2021

Lead UX designer, *MedZed*

- **Optimized user workflows**: Redesigned user workflow, reducing steps from 23 to 5, significantly increasing efficiency and enhancing user satisfaction.
- **Developed UX strategy**: Defined and created a UX strategy for Product and Engineering teams to ensure a seamless user experience in next-generation software.
- **Conducted user research**: Identified current pain points and user expectations through comprehensive research.

2015 - 2020   **Principal UX designer,** *Oracle*

- **Enhanced product value and next-generation Oracle Cloud applications**: Conducted visualization studies and partnered with Product Management and Engineering to align with business needs and development constraints.
- **Designed effective service solutions**: Translated business needs and user goals into user flows, wireframes, prototypes, and detailed UI specifications.
- **Established UX standards**: Created comprehensive application style guides and set UX standards to ensure consistency and quality.

2013 - 2015   **Senior UI/UX designer,** *Fortinet*

- **Designed and enhanced user web experiences**: Created wireframes, site maps, mood boards, HTML prototypes, and a comprehensive UI style guide; led the redesign of the corporate website for improved responsiveness and modern aesthetics.
- **Collaborated and problem-solved with R&D**: Worked closely with the team to address UI and UX issues, ensuring intuitive and user-friendly interfaces.
- **Led UI/UX initiatives**: Guided the UI team, executed all visual design stages, and spearheaded the design and implementation of user interface test cases to ensure high-quality results.

2012 - 2013   **UI/UX designer and developer,** *Loring Ward*

- **Led end-to-end next gen software experience:** Spearheaded a visualization study in collaboration with Product Management and Engineering teams, aiming to enhance product value for customers while addressing next-generation application needs and navigating development constraints effectively.

2010 - 2012   **UI/Web designer,** *Interactive Data*

- **Designed and maintained web pages and intranet**: Created HTML/CSS web pages in an ASP environment, converted .mov files to Flash movies with customized controllers, and managed company and product websites with over 5,000 pages.
- **Collaborated on web development and optimization**: Worked with developers to convert web pages from HTML/CSS to ASP, managed product advertising jump pages, and implemented regular A/B and multi-variation testing to enhance web performance.
- **Expert in web testing and analysis**: Experienced in split testing with a strong understanding of A/B versus multivariate testing, ensuring effective web page optimization.

Education   **San Jose State University**
Bachelor Art in General Design Studies,
Concentration in Graphic Design

Minor in Photography