Edwin Samuel Cho

LEAD PRODUCT + INTERACTION DESIGNER

www.edwinsamuelcho.com
escho@alumni.cmu.edu
(773) 943-0233

Senior Product Designer with 6+ years of experience leading end-to-end UX/UI design for complex web and mobile products. Expert in product strategy, design systems, user research, prototyping, and cross-functional collaboration. Proven track record of driving measurable business impact, improving user experience, and delivering scalable designs in fast-paced, Agile environments.

▌EDUCATION

MA in Interaction Design
Carnegie Mellon University
2018 – 2019

BS in Aerospace Engineering
University of Illinois at UC
2011 – 2015

▌TOOLKIT

Design & Prototyping
Figma
Adobe XD
Illustrator
Photoshop
Indesign
After Effects
Sketch
SolidWorks

UX Research & Strategy
User Interviews
Usability Testing
JTBD Framework
Heuristic Evaluation
Journey Mapping
Persona Development
Information Architecture
Miro
Notion
WCAG Compliance

Development & Tech
HTML/CSS
MATLAB
Basic Python
Component Libraries
Responsive Design

▌EXPERIENCE

Lead Product Designer   Sep 2019 – Present
CCC Intelligent Solutions   Chicago, IL

- Led end-to-end UX/UI design for a large-scale consumer mobile app portfolio across native and HTML5 platforms, improving usability and product performance
- Built and maintained a comprehensive mobile design system, enabling faster feature delivery, stronger visual consistency, and smoother cross-team collaboration
- Drove product discovery and definition by partnering with product managers, engineering, and data teams to translate business requirements into user-centered design solutions
- Conducted qualitative and quantitative user research—including interviews, usability tests, heuristic reviews, and competitive analysis—to validate concepts and guide roadmap decisions
- Designed user flows, wireframes, high-fidelity prototypes, and interaction patterns for complex workflows in insurance and claims management
- Collaborated with engineering teams throughout the development cycle, ensuring accurate implementation and accessible, responsive UI across devices
- Led initiatives that contributed to an 8% increase in take rate and improved customer adoption across key insurance partners

       Senior Product Designer   2021 – 2023
       Product Designer II   2019 – 2021

Design Lab Researcher   Aug 2018 – May 2019
Carnegie Mellon University   Pittsburgh, PA

- Conducted research to study student social and study behavior based on interior design of study spaces
- Ran Python prediction algorithms to automate detecting students in work spaces and analyzed the accuracy of the algorithm via Excel/MATLAB

Graphic Designer   Apr 2018 – May 2019
Asent PGM   Chicago, IL

- Managed art direction of marketing department including producing print/digital media and photography resources
- Developed newsletters, brochures, infographics website assets, and presentations for business consulting