Edwin Samuel Cho

LEAD PRODUCT + INTERACTION DESIGNER

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Chicago-based lead product designer with 5+ years of experience in end-to-end UIUX design // Experienced in gathering business requirments with PDM, wireframing, conducting evaluative user research, creating final production designs, and working with development on delivery // Background in art, illustration, and storytelling

EDUCATION

MA in Interaction Design
Carnegie Mellon University

2018 – 2019

BS in Aerospace Engineering
University of Illinois at UC

2011 – 2015

TOOLKIT

Design
Illustrator
Photoshop
Indesign
After Effects
XD
Figma
Sketch
Solidworks

Research + Facilitation
Usertesting.com
Miro
Notion
WCAG Compliance
JTBD Framework

Coding
MATLAB
HTML/CSS

EXPERIENCE

Lead Product Designer   Aug 2023 – Present
CCC Intelligent Solutions   Chicago, IL

- Lead end-to-end designer on the consumer-facing mobile app portfolio for HTML5 and native
- Created and maintains the mobile design system for use by design and development teams
- Worked with product managers and drove an 8% increase in take rate and customer adoption among insurance companies this past year
- Conducts evaluative research studies and facilitates interview sessions to analyze & incorporate findings into designs

| 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

Museum Exhibit Designer   Oct 2017 – Feb 2018
Luci Creative   Lincolnshire, IL

- Developed signage, visual elements for production for museum exhibit spaces
- Delivered UI wireframe models, style guides, client presentations with a focus on print layouts, typography, illustrations for production