

Dayeon Choi

Product Designer, Auckland NZ

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EXPERIENCE

Product Designer Wiretap

Apr 2026 - Present | Auckland, NZ

Project 1: Designed an internal staff portal for managing applications and a customer portal for applying loans (mobile-first app).
Project 2: Designed an internal job management system for a memorial manufacturer, with role-based views tailored to each staff's responsibilities.
Project 3: Designed the client job portal for an AI product imagery studio on Figma. Also designed, built and launched its landing page in Framer to showcase the portal's features. Met with clients weekly to present designs, gather feedback and iterate, ensuring each design aligned with the client's objectives and brand identity.

UI Designer Fifth Effect Studios

Feb - May 2026 | Michigan, USA

Designed and refined components in Figma, polished different sections, and combined the new website template with branding elements from the existing site.
Worked closely with the client to receive ongoing feedback and make quick updates, allowing for fast iterations and efficient progress.

Digital Designer kirri

Dec 2024 - Mar 2026 | Melbourne, AU

Designed advertisements, posts and banners for various platforms along with EDMs and packaging dielines. Updated app screens and website with new features, images and layout. Created a landing page for customer loyalty programme. Collaborated closely with the marketing team to gather feedback, iterate, and ensure the design aligns with the client's objectives.

Data Analytics UX Designer Foodstuffs North Island

Nov 2024 - Feb 20265 | Auckland, NZ

Designed a performance review dashboard for the Data Analytics team. Collaborated with diverse stakeholders, including the Data Analytics team and the UX design team, to establish a project agenda, analyse pain points, and receive design feedback. Worked in an agile environment: participated in daily stand-ups and utilised Jira and Confluence for efficient project management.

UX Designer Badger

May - Jul 2024 | Auckland, NZ

Analysed user journey to optimise user experience and designed the overall UI on Figma for both mobile and web platforms. Worked in an agile environment by participating in daily stand-ups via Slack and attended weekly meetings on Google Meet to discuss progress and feedback. Maintained continuous communication with team members and stakeholders. Conducted ongoing research for design inspirations and references.

Graphic Designer Avoir Studio

Aug 2023 - Nov 2024 | Seoul, KR

Designed visually appealing banners suited for multiple platforms including PC, Twitter, and mobile devices. Communicated effectively with the client, facilitating collaboration and understanding of project goals. Managed and prioritised tasks effectively to meet tight deadlines while also ensuring high-quality design was delivered.

UX/UI Designer KidNation

May - Nov 2023 | New York, USA

Worked closely with clients to gather requirements, provide design insights, and adapt designs based on feedback, fostering strong client relations. Designed application screens, consistently meeting deadlines and delivering high-quality work. Utilised Adobe Creative Suite to create visually appealing and functional UI.

SKILLS

Design / Technical

Wireframing
User research
User interface design
User journey mapping
Prototyping
Usability testing
Graphic design

Soft / Workflow

Problem solving
Design presentation
Cross-functional collaboration
Agile methodology

TOOLS

EDUCATION

Mission Ready

2024 | Auckland, NZ

NZQA Level 5 & 6: Agile UX Design

DesignNas

2022-2023 | Seoul, KR

UX/UI Design Course

REFERENCES

Available upon request