

# HAJIN CHOI

HUMAN-COMPUTER INTERACTION  
& COMMUNICATION DESIGNER

www.hajin-choi.com  
hajin.choi@gmail.com

+1.412.651.1297

4716 Ellsworth Ave. Apt #911  
Pittsburgh, PA 15213

## SKILLS

**TOOLS** Adobe Photoshop, Illustrator, InDesign, After Effects, Dreamweaver, Flash, Fireworks

**LANGUAGES** XHTML, CSS, jQuery, Action Script 3, JAVA

**RESEARCH** Contextual Inquiry, Think-Aloud, Heuristic Evaluation, Data Modeling, Affinity Diagramming

**DESIGN** Creating Persona & Scenario, Storyboarding, Wireframing, Prototyping, Visual Design, Freehand Drawing

## INTERESTS

User Interface Design, Information Design, Design Research & Methods, Typography, Digital Photography, Human Perception

## LANGUAGES

Korean (native) & English (fluent)

## EDUCATION

**Carnegie Mellon University** Pittsburgh, PA

Dec 2010, Master of Human-Computer Interaction

May 2010, BFA in Communication Design, graduated with university and college honor and received school of design merit award

**KAIST** (Korea Advanced Institute of Science & Technology) Daejeon, Korea

Aug 2006, BS in Industrial Design

**UTBM** (University of Technology of Belfort-Monbeliard) Belfort, France

Aug 2003-Jan 2004, Exchange Program

## ACADEMIC PROJECTS

**Design Lead** Jan-Jul 10

MHCI Capstone Project with AIR (American Institutes for Research)

redesigned AIR's website that enhances organization's web presence based on contextual research in collaboration with a multidisciplinary team of four people

**Researcher & Designer** Jan-Apr, Sep 10-present

Virtual Possessions

conducted contextual interviews with teens to understand how they perceive and engage with their virtual possessions, currently creating interfaces to be tested to find desired and accepted boundaries of new ways for teens to interact with their virtual possessions

**Design Researcher** Jan-May 09

Adaptive Personalized Information Management for Biologists

conducted research on how biologists use industry databases for research and how current machine-learning technologies could be used for their benefit

**Concept Developer & Designer** Sep-Dec 08

LiveWell, Service Design Class Project Sponsored by Mayo Clinic & Design Continuum

developed a new service concept for Advanced Medical Home through design research and iterations in a multidisciplinary team of four students

## WORK EXPERIENCES

**Usability Analyst & Designer** Sep 10-present

Black Locus, Pittsburgh, PA

evaluating usability of a web platform that helps small and medium online retailers with pricing, marketing and inventory management, improving its interface based on usability analysis

**UX Design Team Intern** Jun-Aug 09

INNOIZ Interactive, Seoul, Korea

designed graphic elements for mobile and web interfaces, researched sustainable lifestyle trends for bike riders' mobile shelter project

**Visual Design Intern** Jun-Aug 08

iWiLab Corp., Mountain View, CA

designed additional web pages for existing websites while collaborating with project manager in conceiving enhanced interfaces

**Web Designer** Aug 07-Jan 08

Longé Dominica, Pittsburgh, PA

redesigned logo and website for non-profit organization committed to community service