

GINI CHOI

Digital Product Designer & Researcher

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🌐 ginichoi.ca

EXPERIENCE

GINI CHOI DESIGNS - Freelance Digital Product Designer

Vancouver, B.C. Canada (Feb 2018 - Current)

- Client-centered approach: takes on any role (i.e. UX, UI, visual, interaction, product design, & photo / videography) to meet each client's business or personal goals

CACTUS MEDIA GROUP - UX/UI Designer

Vancouver, B.C. Canada (November 2019 - November 2020)

- Redesigned website interfaces for several clients while keeping customer experience & ROI in mind
- Delivered wireframes with exact HTML/CSS specifications and detailed notes for the software team to implement

BRAIN, ATTENTION, & REALITY LAB - Research Assistant & Website Coordinator

Lab Director: Dr. Alan Kingstone / Supervisor: Dr. Jill Dosso & Farid Pazhoohi (April 2016 - September 2020)

- Trusted with all stages of cognitive experiments involving operation of unique research equipment technology (e.g. touchscreen table, eye-trackers & virtual reality systems)
- Collaborated with lab director and supervisors to design a new eye-tracking study & co-author 2 publications
- Wrote custom HTML/CSS to redesign the lab's website

UBC SOCIAL HEALTH LAB - Co-Study Coordinator

Principle Investigator: Dr. Frances Chen / Supervisor: Dr. Christine Anderl (October 2017 - December 2018)

- Trained and supervised new research assistants
- Put in charge of ensuring quality data collection with a third-party smartphone activity tracking app & sleep monitoring watch (i.e. Actiwatch systems)
- Saved countless hours for future research assistants by developing a Python script in collaboration with a computer engineer to automate time-consuming data organization task for physiological sleep data from Actiwatch systems

KNOWLEDGE, IMAGINATION, DEVELOPMENT LAB & LIVING LAB at SCIENCE WORLD - Researcher

Principle Investigator: Dr. Susan Birch (September 2015 - September 2016)

- Administered several developmental studies about social perspective taking with children of ages 3~10
- Assisted with data collection, data entry, participant recruitment, and coordinated schedules with other developmental psychology labs at UBC to maximize participation
- Received mentorship on experimental research design through helping with audio stimuli development on a study about paralinguistic cues

SKILLS

BILINGUAL (Korean & English)

HUMAN-CENTERED DESIGN

PROBLEM-SOLVER

RESEARCH DESIGN

CRITICAL ANALYSIS

HOLISTIC THINKING

TOOLS

RESEARCH EQUIPMENT

- HTC Vive (Virtual Reality System)
- Eyelink 1000 & SMI (Eye-tracker systems)
- Actiwatch Spectrum Pro, Plus, 2, & Actiware
- Touch-Screen Table & Tablets
- SPSS & Microsoft Excel

DESIGN TOOLS

- Adobe CC Apps (i.e. XD, Premiere Pro, Illustrator, Photoshop), Figma, Unity Game Engine, Visual Studio Code, Procreate, Trello, Miro

DSLR CAMERAS & GIMBAL

- Nikon D5300, Sony a6500 & Zihyun-Tech Crane v2

EDUCATION

UNIVERSITY OF BRITISH COLUMBIA

Bachelor's of Arts in Psychology (Sept 2014 - May 2019)

- including a 500-level graduate-level seminar



CENTRE FOR DIGITAL MEDIA

Master of Digital Media (Sept 2020 - Current)

- Acted as Product Manager, Product Designer, and UX Researcher

AWARDS & CERTIFICATES

- **(\$500)** UBC DFP Impact Award (April 2021)

- **(\$5000)** Greater Northern Way Trust Scholarship (2020 - 2021)

- **(\$2000)** Minerva Foundation Annual Award for BC Women in Digital Media (September 2020)

- **(\$1500)** UBC Arts Undergraduate Research Award (April 2016)

- Member of Psi Chi (**Top 35% of Psychology faculty**), The International Honours Society in Psychology (since 2016)

- Certificate of Recognition from the UBC Student Engagement Program (April 2016)