



# Hi! **Teresa** wants to work with you!

✉ [teresa.choy@outlook.com](mailto:teresa.choy@outlook.com)  
☎ (778)-862-8142  
🌐 [linkedin.com/in/teresa-choy](https://www.linkedin.com/in/teresa-choy)  
🌐 [teresagomeschoy.com](http://teresagomeschoy.com)

## Education

Sep 2022 - Dec 2022

### BrainStation

*Diploma in User Experience Design*

2013 - 2017

### University of British Columbia

*B.Sc in Food, Nutrition & Health*

*Major in Food Market Analysis*

## Achievements

Dec 2022

### BrainStation Hackathon

*Winning team in an industry-wide hackathon  
with Bench Accounting*

## Skills

Wireframing

Prototyping

Research Synthesis

Copywriting

## Tools

Figma

HubSpot

InVision

MailChimp

Adobe CC

Unbounce

Adobe XD

Wordpress

## Languages

English | Fluent

Cantonese | Native

Korean | Beginner

## About Me

I'm a **UX/UI designer** with 4 years of marketing experience and an exceptional eye for design, driven by the desire to improve the user accessibility of products. Experienced working on collaborative projects and implementing creative and critical thinking in the process!

## Work Experience

Dec 2022 - Present

### UI/UX Designer | Freelance

- Redesigned the website for a mining consultation company with focus on **accessibility and simplicity** in order to increase competitive edge

Nov 2021 - Aug 2022

### Marketing Team Lead | Prevue HR

- Eliminated inefficiencies by formalizing and executing a detailed **automation plan** for Sales & Success via HubSpot to streamline each team's day-to-day task flows
- Introduced and created detailed e-mail **drip campaigns** targeting various significant touchpoints with clients, prospects, and leads

Apr 2019 - Nov 2021

### Marketing & Content Coordinator | Prevue HR

- Participated in **UX/UI** tasks by redesigning Prevue's old software interface and restructuring primary workflows to improve competitive edge and user experience
- Initiated and developed a **web app quiz** via an online no-code app builder to increase product engagement
- Created and managed Prevue's **creative materials**, from copywriting, graphic design, to basic video editing

... **View more work experiences on my LinkedIn!**