

# Yirang Choe

Skilled UX Designer: Elevating Complex B2B Software with Intuitive User Experiences for Specialized Professional Fields

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## Work Experience

### Autodesk — Senior Product Designer

Nov 2020 — Feb 2024 | San Francisco, CA

- Led the user research and design effort to expand Fusion 360, a 3D design and manufacturing software, from Desktop to Web, Mobile and Tablet, crafting unified touch experiences across devices.
- Collaborated with Product and Engineering teams to identify and bridge functionality gaps between Fusion 360 Online and the Desktop version. Led initiatives that included a major redesign of the file import/export workflow, driving a 20% YoY increase in paid user subscriptions.
- Developed and published 7 comprehensive design guidelines for the Fusion 360 design system, covering toolbar, toggle and panel experiences, which have become essential for standardizing design practices among 50+ product designers.

### Amtrak — UX/UI Designer

Oct 2019 — Nov 2020 | Washington, D.C

- Elevated Amtrak's online ticketing experience by redesigning the e-voucher redemption workflow and UI, achieving a 15% decrease in purchase completion time.
- Performed a thorough UX audit and redesign of Amtrak.com's multi-ride pass purchase and management processes and user interfaces.

### Stardog — Product Designer

Aug 2019 — May 2020 | Arlington, VA

- Conceptualized and designed the v1 no-code, drag-and-drop interfaces for Stardog's enterprise knowledge graph platform, reducing the learning curve and enabling non-technical users to perform complex data mapping and modeling tasks.

### CBRE Build (CBRE) — Product Design Intern

Jun 2019 — Aug 2019 | New York, NY

- Successfully led a strategic design project for Site IQ, a warehouse database and site analysis software, and secured senior leadership's approval for a key functionality—travel time analysis—aimed at commercial real estate brokers.

## Education

University of Maryland

M.S. Human-Computer Interaction

August 2018 - May 2020

General Assembly

UX Design Fundamentals

June 2017 - August 2017

Pratt Institute

B.F.A. Painting

August 2013 - May 2017

## Skills

### Design

Wireframing, Rapid Prototyping, UI Design, Persona Development, Storyboarding, Design System, Information Architecture, Web Design

### Research

Heuristic Evaluation, Competitive Analysis, User Interviews, Survey Design, Focus Group, Data Analysis, Usability Testing, A/B Testing

## Tools

Figma, Sketch, Principle, Axure, Adobe Creative Suite, HTML/CSS, Tableau, Jira, Looker, Qualtrics