

Caroline Cho

Digital Designer



Los Angeles, California



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Work Experience

Sanrio Tyler

Dec 2022–Present

UX/UI Designer & Social Media Specialist

- Increased conversion rate from 0.85% to 2.05% by updating the interface design, providing clear calls-to-action, and improving the checkout process.
- Reduced bounce rate by 9% by implementing intuitive and user-friendly designs, integrating a consistent design system, and improving the search engine optimization.
- Manage and create trendy social media videos and posts to better engage audience.

Projects

MTA eTix (Mobile App)

Jan 2022–May 2022

UX/UI Designer and Researcher

- Redesigned the NYC MTA eTix mobile application on Figma to elevate daily travel experience– a simple, safe, and efficient way to determine optimal travel routes, purchase Metro tickets, and activate tickets on-the-go.
- Incorporated web accessibility features adhering to WCAG specifications such as enhanced contrast, consistent navigational components, and contextual assistance.
- Built travel filters for accessible routes for customers with disabilities or medical conditions.

Education

New York University Tandon School of Engineering

Sept 2022

B.S., Integrated Digital Media

- Specialized in UX Design and Research
- Other Areas of Focus: Interactive/Graphic Design, Web Development, Documentary Cinema, Game Development
- Placed 6th out of 44 intercollegiate teams for NASA's Robotic Mining Competition (NASA RMC);

Skills & Interests

Software/Coding

- Adobe Creative Cloud
- Figma
- HTML + CSS
- Javascript
- Procreate

Design/Research

- Brand Design
- Color Theory/Psychology
- Competitive Analysis
- Usability/User Testing
- Wireframing/Prototyping

Interests

- Calligraphy
- Dodger Nation
- Growth mindset
- Inclusive design
- Scrapbooking