

Crystal Koo

User Experience Designer

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EXPERIENCE

UX Consultant & Project Coordinator / Spectrum Software Technology, Inc.

June 2021 - Present (Remote)

- Collaborated with the Office of Health Information for the Department of Veteran Affairs to design and develop wireframes
- Worked closely with cross-functional teams, including developers, and stakeholders, to iterate on wireframe designs based on feedback, resulting in improved user satisfaction and streamlined workflows.
- Supported project managers in tracking and monitoring projects
- Developed and maintained a centralized repository for project documents, utilizing cloud-based platforms (e.g., Google Drive, SharePoint) to facilitate seamless collaboration

Experience Designer / Peapod Digital Labs

August 2021 - March 2023 (Chicago, IL)

- Spearheaded impactful projects, including Recipe Recommendations and Healthy Swap, by creating user flows and designs and conducted usability tests to encourage our customers to eat healthier
- Increased traffic to the catering page by 16% by improving the catering visibility on our brands' website
- Conducted moderated usability tests to enhance the shopping experience for customers by personalizing product recommendations based on their health preferences
- Conceptualized multiple ideas to locate matching

EDUCATION

DePaul University

M.S. Human-Computer Interaction

Chicago, IL / August 2021

University at Albany, State University of New York, Albany

B.A. Studio Art

Albany, NY / August 2010

SKILLS

HTML

CSS

JavaScript

User Research

Persona Development

Prototyping

Usability Testing

Wireframes

Heuristic Evaluation

TOOLS

Figma

Adobe Creative Suite

Axure RP

Invision

Sketch

Qualtrics

coupons from the weekly ad and collaborated with the development team to refine the designs

User Experience Designer / DePaul Innovation Development Laboratory (iD Lab)

September 2020 - August 2021 (Chicago, IL)

Clients included: **Baxter International, Morningstar, RJW Logistics Group, Verdara Technologies, GBC Autism Services**

Baxter International (multinational healthcare company)

- Evaluated mobile application using heuristic analysis and provided recommendations for usability enhancement
- Developed mid-fidelity prototype

Morningstar

- Evaluated web application using heuristic analysis and provided recommendations for usability enhancement
- Created design recommendations using Adobe Xd to improve the usability of the application

RJW Logistics Group

- Interviewed stakeholders to understand customer needs
- Created high-fidelity prototypes in Figma based on stakeholder feedback
- Conveyed design decisions in weekly sprint meeting with stakeholders

Verdara Technologies

- Worked collaboratively in a team to deliver innovative solutions to create an interface for a novel mobile and tablet data collection application
- Conveyed design decisions in weekly sprint meeting with stakeholders for feedback
- Developed mid and high-fidelity prototype

GBC Autism Services

- Interviewed stakeholders to understand user needs and pain points
- Evaluated current dashboard system using heuristic

TreeJack
Chalkmark
Tableau
R Studio
Validately
UserTesting

Awards

First Place winner

37th Brandathon
July 2021

guidelines

- Created design recommendations using Adobe Xd to improve the usability of the application
- Redesigned one of their systems to enhance usability

Student Research Volunteer / The Wellness and Health Enhancement Engineering Lab (WHEEL)

October 2020 - December 2020 (Chicago, IL)

- Worked on "Non-Verbal Communication between Physician and Patient" study
- Used Boris software to code and analyze non-verbal behaviors between physicians and patients to enhance interaction during encounters
- Evaluated reliability results to ensure accuracy from the physician and patient observations

Client Relations Associate / Rimkus Consulting Group

August 2017 - September 2019 (Houston, TX)

- Served as a resource for clients in a liability and safety consulting firm
- Interacted with current and prospective clients to assess their needs
- Analyzed reports to determine scientific, medical, and human factors
- Dispatched assignments to appropriate offices
- Created monthly invoice reports for clients

Accounts Receivable Specialist / U.S. Legal Support Inc.

February 2017 - August 2017 (Houston, TX)

- Developed Excel spreadsheets detailing clients' account summaries
- Created pivot tables using Excel to achieve analytical goals
- Utilized financial databases such as TyMetrix and Datacert to verify clients' activities
- Solved account issues in collaboration with the finance and accounting departments