

# Hi. This is Felix.

Felix Jung Hwan Choi  
Industrial + UX Designer

thisisfelixdesign@gmail.com  
213. 294. 5690

## EDUCATION

**ArtCenter College of Design**  
Pasadena, CA  
B.S. Product Design  
Fall 2017

## ACADEMIC PROJECT

**Google Android**  
Designer  
Jan 2016 - Apr 2016  
Pasadena, CA  
Proposed an efficient future home lifestyle system for a compact urban society

## AWARDS

**Spark Award**  
2016 Spark: Cause  
Product and Service Design  
FLEXI Apartment

**Spark Award**  
2016 Spark: Fall Concept  
Packaging Design  
New Clorox

## EXPERIENCE

**Blizzard Entertainment**  
Associate UX/UI Designer  
March 2018 - Present  
Irvine, CA

**Blizzard Entertainment**  
UX/UI Design Internship  
June 2017 - Sep 2017  
Irvine, CA  
UX/UI for esports Overwatch League, Project Confidential

**SAP Design**  
UX Design Internship  
Feb 2017 - May 2017  
Pangyo, Korea  
Fostered of innovative work culture based on Design Thinking method; New idea conceptualization and design exploration for UX design projects and design consulting for various corporations

**SAP Design**  
UX Design Innovation Fellowship  
Oct 2016 - Dec 2016  
Pangyo, Korea  
Nine-week program that help the young generation hone the mindsets of entrepreneurship by using Design Thinking method. The process includes concept development, UX/UI design, and business model development

**BYD + ArtCenter DesignStorm**  
UX & BX Designer  
July 2016  
Pasadena, CA  
15 selected students worked with BYD designers for 5 days about alignment of traditional Chinese aesthetics with futuristic technologies; Development of brand and UX guidelines for BYD's launch in the US market

## SKILLS

**Design**  
User Experience Design  
User Experience Research  
User Interface  
Interaction  
Wireframe  
Product Design  
Physical Prototype  
Branding Identity  
Package Design  
Aesthetic Development

**Digital**  
**Proficient In:**  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe After Effects  
InVision  
SolidWorks  
Keyshot  
**Familiar With:**  
Sketch  
Adobe Experience Design (beta)  
Microsoft Office Suites  
HTML / CSS

**Languages**  
English (fluent)  
Korean (native)

## ABOUT FELIX

**Working Traits**  
Teamwork  
Optimist  
Perfectionist

**Interests**  
Exploring anything and everything new