

Hazel Choi

I design intuitive, user-centered products grounded in empathy and storytelling. With a background in theatre and psychology, I bring a deep understanding of human behavior and communication to every design solution.

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(778) 886 9129

Vancouver, BC

WORK EXPERIENCE

Founder & Experience Designer / HazelTownKorean

Jan 2020 - Present / Independent practice (Self-employed)

- Created **digital content** for various platforms to support learning and drive audience growth
- Applied **UX research and design principles** to launch a customized educational platform based on user goals, skill level and feedback
- **Developed structured content** flows that integrated conversation, and cultural context to enhance user engagement and retention
- ◆ Achieved a **92% student retention rate and increased subscription sales by over 10% annually since 2020**
- ◆ Students on average increased **speaking skills by 2 proficiency levels within 6 months** through the integrated conversation program

Creative Designer & Marketer / Gastown Business College

Jul 2023 - Feb 2025 / Vancouver, Canada

- Promoted from Marketing assistant (after 1 yr 3 mos)
- Designed and developed **promotional materials including posters, brochures, and digital content** aligned with the school's brand strategy
- Collaborated with internal teams to lead **marketing campaigns for student acquisition**
- Organized and led school-wide events including **managing, planning, scheduling and marketing**
- ◆ Increased **student participation by over 60%** through successful campus event planning and creative production

Product Designer / Remutate Inc.

Aug 2023 - Mar 2024 / Toronto, Canada (Remote)

- **Led UX research through interviews and testing** to improve core product features
- Designed **wireframes, prototypes, and high-fidelity mockups** for a web-based startup application
- Collaborated cross-functionally with developers and founders in an **agile, startup environment**
- ◆ Efficient research, design and collaboration led to a successful launch of the application 2 weeks ahead of plan

ADDITIONAL EXPERIENCE

Research Assistant / University of British Columbia

Apr 2025 - Present / Vancouver, Canada

- **Conducted in-depth literature reviews and analysis** to support UBC Professor research and publishing
- Synthesized complex academic data into clear insights to guide project outcomes
- Developed strong critical evaluation and **information organization skills**, applicable to **user research and data analysis**

EDUCATION

Jan 2023 - Dec 2023 |
Diploma of Education

Digital Marketing
Cornerstone College

Mar 2017 - Sep 2021 |
Bachelor's Degree

Theatre
Kookmin University

Mar 2019 - Sep 2021 |
Minor

Education
Kookmin University

SKILLS

User Research
Wireframing & Prototyping
Content Strategy & IA
Visual Communication & Design
Content Development
Collaborative Problem Solving

TOOLS

Figma
FigJam
Notion
Canva
Framer
Adobe Photoshop / Illustrator
AI & UX Tools

LANGUAGES

English
Full professional proficiency

Korean
Native or bilingual proficiency