

Hana Choi

Product Designer

Medical & B2B UX / Design Systems / Data Visualization

Seoul, South Korea

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Product designer with 12 years of experience turning complex medical and B2B manufacturing workflows into intuitive products. Experienced in commercializing research software, building B2B platforms from the ground up, and creating enterprise digital content. Expertise spans product planning, design systems, and front-end implementation.

Experience

OBELAB | Product Designer

May 2024 - Present / Full-time / Seoul

Lead UX/UI and commercialization of fNIRS medical devices and software, adapting research systems for clinicians and everyday users with R&D, clinical, engineering, sales, and operations teams.

Cut **measurement errors by 20%** through workflow/UI improvements; reached **90% product adoption** through multi-platform support. Refined data visualization and results reporting.

- **NIRSIT-X (AI-assisted stroke assessment)** · Separated emergency-room/ambulance workflows and standardized data visualization; **cut ambulance-mode measurement time by 35%**.
- **STAND UP (orthostatic hypotension testing)** · Adapted clinical procedures for patient self-testing and simplified results communication; **raised completion from 92% to 98%**.
- **REPACE Pro (muscle oxygen saturation measurement)** · Commercialized **700 existing units**; aligned branding, information architecture, software, and tablet design systems. **Improved sales recovery by 60%+**.
- **Mind Speak (depression and stress diagnosis)** · Refined role-based architecture and feedback: **18% fewer input errors, 25% higher measurement success rate**. **Mind Speak CMS (measurement data management): 30% faster operations**.
- **CLOMP (muscle oxygen saturation-based running plans)** · Planned features, improved UX/GUI, and designed consolidated Run Level Test records and STAND-ALONE mode, supporting commercialization and revenue growth.

Beautymakers | Lead UX/UI Designer

Jul 2018 - Aug 2023 / Founding member / Full-time / Seoul

Led Korea's first B2B cosmetics manufacturing platform from planning to launch, plus app, brand, and packaging design. Owned research, information architecture, UI, and front-end implementation.

- **B2B platform (brand-manufacturer matching and collaboration)** · Expanded crowdfunding into search, quotes, collaboration, production, and distribution. **Cut manufacturing lead time by 30%; supported KRW 1B+ in cumulative revenue**.
- Standardized design/development through design systems and GUI guidelines; **improved cross-functional collaboration efficiency by 20%**.
- **Image-based quoting app (manufacturing estimates from product photos)** · Planned and designed the app; **cut initial product development from 4 weeks to 7 days**.
- Art-directed packaging and promotional assets to align with brand strategy. **100+ products launched across 20+ brands in 3 years; 22% repeat-production rate**.

Core Skills

Product Design

Information architecture
User flows, wireframes
Prototyping, usability testing

Systems & Data

Design systems, components
Data visualization
Interaction design
Results reporting

Collaboration & Delivery

Cross-functional collaboration
Front-end implementation
Accessibility, documentation
Branding, multimedia

Platforms & Domains

Medical devices, embedded UI
Web, mobile, tablet
iPad, Android kiosks
B2B SaaS, manufacturing

Tools & Development

Figma / ProtoPie
Sketch / Zeplin
Adobe Creative Suite
Photoshop / Illustrator

HTML / CSS / SCSS
JavaScript / Vue.js
WordPress / CMS / Cafe24

Languages

Korean: Native / bilingual
English: Working proficiency
French: Basic

Earlier Experience

IBM Korea | Web & Digital Designer

Jul 2014 - Jul 2018 / Seoul

Full-time at Manpower Korea, assigned to IBM: Jul 2014 - Jul 2016

Full-time at IBM Korea: Jul 2016 - Jul 2018

- Partnered with marketers on B2B technology campaign strategy and assets. Created infographics, mobile flyers, banners, and event branding; maintained brand websites.
- Visualized complex technical information and optimized digital content to improve customer understanding and engagement.

Freelance Projects

Poto France (online French learning)

Jan 2024 - May 2024 / Project Lead & Multimedia Producer / Seoul

Led content strategy and multimedia production, including video, to improve user experience and engagement. Contributed to growth to **10,000 followers by May 2025**.

EMK Korea

Jan 2023 - Sep 2023 / Design & Development Lead / Remote

Redesigned the corporate identity after a merger with a Singaporean company. Unified web and marketing visuals and **planned, designed, and developed Korean/English WordPress websites**.

Haenam Cheonilgwan

Feb 2022 - Mar 2023 / Branding Design Lead / Remote

Led a **100th-anniversary brand refresh**: core and commemorative logos, interior concepts, business cards, tableware, leaflets, and banners. Built Korean/English WordPress websites.

Planeteers

Sep 2021 / UX/UI Designer / Seoul

Designed the corporate brand identity, website, and brochure, and delivered **WordPress front-end development**.

C Channel Korea (corporate website)

Jan 2019 - Feb 2019 / UX/UI Designer / Seoul

Re-engaged with the team after the e-commerce launch to create its corporate website. Owned website design and front-end development.

C Channel Korea (beauty e-commerce)

Jul 2018 - May 2019 / UX/UI Designer / Seoul

Designed and developed a **Cafe24 storefront** for the Korean branch of a Japanese beauty community company. Provided **10 months of maintenance**, updating microsites, social visuals, and other content.

More work: [Behance](#) · [Visual work](#) / [Solap](#) · [Earlier portfolio](#)

Qualifications

Hongik University

International Design School for Advanced Studies (IDAS)

Master's studies in Smart Design Engineering
Sep 2025 - Present

Research: Physical UX, cognitive load, and information hierarchy in short text
(2026, n=125)

Hansei University

Bachelor's in Christian Theology
Mar 2010 - Feb 2014

OPic English AL (Advanced Low)

ACTFL

Jul 2026 - Jul 2028

DEL F B1 / A2

France Éducation internationale
Apr 2024

Training

KIPFA

Korea Internet Professionals Association
UX Director Course
Dec 2017 - Jan 2018

HiMedia

Web Publishing Course
Apr 2014 - Jun 2014
Web Standards Coding Course
Mar 2014 - Apr 2014

Design Approach

Understand people through the humanities and technology through engineering.

Balance meaning, trust, human behavior, system constraints, and evidence. Connect devices, services, and real workflows. Make clinical and operational data clear through scalable, trustworthy experiences.