




Miso Cho

 miso-design.com

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 (714) 681-8212

Experience

UX Designer/Researcher II (B2B SaaS, Contact Center)

Dec 2021 - Present | Remote

- Led the research and design efforts for the Messaging Hub, a pivotal platform feature that shifted the product's focus from a set-and-forget approach to a daily usage product.
- Owned the end-to-end design process of the Signpost Follow-up feature, from validation and design to usability testing and MVP prioritization with Product Manager and Engineers.
- Led the design strategy to create a unified experience for software and contact center clients, involving user interviews, feedback analysis, wireframing, prototyping, usability testing, and implementation oversight.
- Redesigned the Weekly Business Report in collaboration with cross-functional partners from Product, Engineering, Marketing, and CS, resulting in a 120% increase in click-through rates, the highest among all Signpost's email communications.
- Managed the design process for a highly regulated texting law (A2P 10DLC), ensuring user compliance with new requirements.
- Led the UX Research function, fostering discussions with product teams to define roadmap initiatives.
- Co-owned the design of Signpost's new UI style guide to align with the direction of company's rebranding in 2022.

Product Designer at Brigit.io (EdTech)

Apr 2021 - Nov 2021 | Remote

- Worked with a cross-functional team of designers, researchers, and engineers to conceptualize, design, and launch an innovative 0-1 EdTech product, empowering students to collaborate on crowd-sourced validation challenges.

UX Designer at Pelotea (Insurance)

Mar 2021 - May 2021 | Remote

- Revamped the Pelotea App (iOS & Android) to enhance new user onboarding and streamline insurance claim submissions for existing users.
- Collaborated closely with the CEO, product manager, and engineers to align on product requirements, prioritize customer needs, and successfully deliver within the 3-month timeline.

Freelance UX/UI Designer (E-commerce)

Aug 2020 - May 2021 | Los Angeles, CA

- Provided UX and Visual Design services to e-commerce clients in the self-care and beauty subscription industry.
- Specialized in addressing product conversion and engagement issues.

Skills

Methodology

UX Design
User Research
Visual Design
Competitive Analysis
Responsive Screen Design
Native Mobile Design
Wireframing
Prototyping
Usability Testing
A/B Testing
Design System Design

Tools

Figma
Sketch
Adobe Creative Suites
Storybook
InVision
Zeplin
CSS/HTML5
Heap
Looker
Braze

Volunteering

Design Mentor at ADPLIST

2023 - Present

Education

California Polytechnic University

2009 - 2012

BSc. in Hospitality Management

DesignLab, Interaction Design Foundation

2020 - 2021

UX/UI Design, User Research