

LILY CHO

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Professional Experience

UX Consultant & Freelancer
January 2007– current
New York, New York

Recent clients include Samsung's Global Customer Loyalty experience (Digitas) and Criss Angel's MagicPlace, "a place for all things magic" (The ITO Partnership)

Director of Design, Gojee LLC
October 2010 – February 2011
New York, New York

Researched and identified product opportunities; designed and validated concepts for personalizing recipes based on grocery shopping patterns

UX Designer, Liquidnet LLC
March 2007 – October 2010
New York, New York

Worked with various cross-functioning teams to develop product strategies, design and implement 10+ projects, related to electronic trading applications and services

Interaction Designer, NASA
January 2006 – August 2006
Moffett Field, California

Collaborated with HCI colleagues to perform contextual research, usability tests, and design and build an interface for a Mars rover exploration simulation

Usability Researcher, UPMC
January 2005 – April 2005,
Pittsburgh, Pennsylvania

Conducted usability tests for the development of a pocketPC program at the University of Pittsburgh Medical Center to help lung transfer patients monitor their health vitals

Staff, Children's Museum
October 2004 – February 2005
Pittsburgh, Pennsylvania

Prepared exhibition activities and projects as well as fulfilling general staff duties; Guided visitors with arts and crafts and exploring exhibitions

Education & Professional Development

Carnegie Mellon University
August 2002 – December 2006
Pittsburgh, Pennsylvania

Master of Human-Computer Interaction
Bachelor of Fine Arts in Industrial Design
Bachelor of Science in Human-Computer Interaction

Cooper U, Cooper Design
October 2007, San Francisco, CA

Interaction Design Practicum: An intensive four-day course teaching Goal-Directed Design methods

School of Visual Arts
May 2008, New York, NY

Gourmet Typography: A semester long continuing education course on detailed applications of typography

Selected Work

Agile Alliance Conference
August 2009, Chicago, IL

Presented and published an Agile experience report, "Adopting Agile into UX"

Siggraph Wearable Devices
July 2004, Los Angeles, CA

"Feel the Beat", Vibro-tactile music experience attire, selected to represent CMU's wearable technology group