

joanne cho

product designer & boba enthusiast ✨



joannecho.me



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650 305 9377

education

University of California, San Diego

B.S. Human-Computer Interaction

Minors in Design & Computer Science

skills

Design

UX Design, Product Design, Interaction Design, Visual Design, Wireframing, Rapid Prototyping, Design Thinking, UX Strategy, Facilitating Workshops, User Research, Usability Testing

Toolbox

Figma, Miro, Sketch, HTML/CSS, Adobe InDesign, Balsamiq, Final Cut Pro, Confluence, Jira, Visual Studio Code

activities

UCSD Design Lab

Research Paper Contributor

<https://dl.acm.org/doi/10.1145/3487607>

Contributed to a research paper published in the ACM Digital Library that explores how design thinking can play a role in inclusive civic innovation.

adplist.org

Mentoring early career designers through resume/portfolio reviews, mock interviews, and general mentor sessions.

experience

Meta — Senior Product Designer

July 2024 - Present • Menlo Park, CA

Designing experiences that connect businesses with their audience through marketing message campaigns on Meta's Ads Manager. Collaborating cross-functionally to deliver seamless designs that maximize liquidity and deliver results for merchants.

Powering Meta's revenue growth through campaigns that boost ROI by 25%, click-through rates by 30%, and customer loyalty by 20%.

PayPal — Senior UX Designer

Feb 2021 - Feb 2024 • San Jose, CA

Designed end-to-end experiences within the Merchant Servicing team. Worked alongside product, engineering, and research partners to deliver designs focused on serving the needs of Small Businesses, Large Enterprise Merchants, and Partners.

Designed and delivered a Partner Portal experience from start to launch to help Partner merchants reduce onboarding time and time to revenue by 50%.

PayPal — UX Designer

Oct 2018 - Feb 2021 • San Jose, CA

Designed web experiences focused on providing account management and security for Large Enterprise Merchants. Worked collaboratively alongside designers, developers, researchers, and product managers.

PayPal — UX Design Intern

June 2018 - Sept 2018 • San Jose, CA

Designed and prototyped a new header navigation to improve discoverability and usability for merchant users. Redesigned the information architecture to maintain consistency and clarity on the PayPal Business website.