

Edwin Choi

Healthcare Product Designer

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Experience

Golnvo Product Designer | Senior Product Designer

2015 - 2018 | Arlington, MA | 2019 - present

- Managing clients and executing designs for major consumer health organizations (Walgreens, Eli Lilly, WuXi NextCODE), to government (NIH, HHS, MITRE Corporation), to hospitals (Partners Healthcare).
- Executing design strategy, product vision, user research, interaction, and interface design for web, mobile, and enterprise software for domains ranging from genomics, oncology, public health, clinical decision support, and health IT.
- Led end-to-end design for Flux Notes, an open source application for capturing structured health data at the point of care without increasing clinician burden, which helped lead to the adoption of a national health data standard in 2018.
- Executed user research, design, and testing, for ordering and returning complex biomedical test results, providing consumer friendly education for patients across the US and abroad.
- Executed UI and interaction design for CDS Connect, the first national web repository for exploring and using clinical decision support tools.
- Designed open source healthcare data visualizations now installed at dozens of major hospitals and healthcare organizations and universities around the US as well as internationally.

Johns Hopkins Medicine Technology Innovation Center UI/UX Design Intern

2015 | Baltimore, MD

- Developed wireframes and prototypes for a provider facing radiology department website using Balsamiq, Axure RP, and HTML5/CSS3.
- Conducted visual design for Murmurlabs, an auscultation web training application for medical students.
- Assisted in user interviews and competitive analysis for PINGsocial, a provider text communications platform for the clinical space.

U.S. National Library of Medicine UI/UX Design Intern

2015 | Bethesda, MD

- Designed UI patterns and elements for a Parkinson's disease management tablet application.
- Created UX documentation for a Parkinson's tablet application project.

Johns Hopkins Hospital Interactive Designer

2014 - 2015 | Baltimore, MD

- Designed a patient-facing web-based educational interactive for a non-surgical weight loss procedure being developed at Johns Hopkins Hospital.
- Led IRB based user research and usability studies for a web-based educational interactive.

Education

- Northwestern University**
2018 - Present | Certificate, Health Informatics
- Harvard Extension School**
2016 | Non-degree, select programming courses
- Johns Hopkins University**
2013 - 2015 | MA Medical Illustration
Thesis: Educating patients and physicians about bariatric embolization through use of interactive media
- Gage Academy of Art Atelier**
2011 - 2012 | Non-degree, Painting & Drawing
- University of Washington**
2007 - 2011 | BS Biology, BA Painting & Drawing

Honors

- Finalist, Biodesign Fellowship**
2018 | Stanford University
- Shortlist, Data Visualization**
2016 | Information is Beautiful Awards
- Vesalian Scholar**
2015 | Association of Medical Illustrators
- Finalist, Visualization Challenge**
2014 | National Science Foundation
- Gywnn Gloege Scholarship**
2014 | Johns Hopkins University
- William P. Didusch Scholarship**
2014 | Johns Hopkins University

Selected Work Experience

- Flux Notes**
2017 - 2019 | MITRE Corporation

Project title: under NDA
2018 | FasterCures
- Project title: under NDA**
2018 | Walgreens
- Standard Health Record**
2017 - 2018 | MITRE Corporation
- FamilyCODE**
2016 | WuXi NextCODE
- October cover illustration**
2016 | Cell
- Project title: under NDA**
2016 | Partners Healthcare
- Notovox**
2016 | Notovox, Inc
- Bariatric Embolization Interactive**
2015 | Johns Hopkins Medicine
- Alzheimers Management Application**
2015 | U.S. National Library of Medicine
- Exhibit illustration**
2014 | National Aquarium

Skills

Design	Tools	Code
User & market research	Photoshop / Illustrator / Indesign	HTML5 / CSS3 / SCSS
Journey mapping	Sketch / Adobe XD / Figma / Zeplin	Javascript
Sketching / Visual & UI design	After Effects / Framer	
Info. & data visualization	Invision / Proto.io	
Interaction design / Animation		Free time
Wireframing / Prototyping		Painting & drawing / Hiking
User testing / Design validation		Piano / Guitar / Go

Presentations

Association of Medical Illustrators

2018 | Newton, MA

Main track speaker, *Applying UX Processes in the Clinical Space to Design a Future Medical Record*

Mass Life Sciences Innovation Day

2018 | Boston, MA

Poster presentation, *Flux Notes*

Human Factors and Ergonomics Society

2018 | Boston, MA

Poster presentation, *Visualizing the Determinants of Health*

Consortium of Universities for Global Health

2018 | New York City, NY

Poster presentation, *Visualizing the Determinants of Health*

MIT Sloan Healthcare and Bioinnovations Conference

2017 | Cambridge, MA

Poster presentation (acceptance), *Visualizing the Determinants of Health*

ACM Digital Health Conference

2017 | London, UK

Poster presentation (acceptance), *Visualizing the Determinants of Health*

Association of Medical Illustrators

2015 | Cleveland, OH

Vesalian scholar speaker, *Educating Patients and Physicians About Bariatric Embolization Through Use of Interactive Media*

Exhibitions

Association of Medical Illustrators

2017 | Annual Salon Exhibition

Austin, TX

Association of Medical Illustrators

2014 | Annual Salon Exhibition

Rochester, MN

Steele Gallery

2012 | Best of Gage

Seattle, WA

Rosen Gallery

2012 | Capture: Kang-O'Higgins Atelier

Seattle, WA

Rosen Gallery

2012 | Spitting Image Portrait Exhibition

Seattle, WA

Associations

Association for Computing Machinery

2016 - present

User Exp. Professionals Association

2015 - present

American Go Association

2016 - 2017

Association of Medical Illustrators

2013 - 2017

Toastmasters International

2013 - 2014