Katherine Choi

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EDUCATION

Princeton University Princeton, New Jersey
Bachelor of Arts in Computer Science / Minor in English / 3.73 GPA Expected May 2027

EXPERIENCE

Superhuman New York City, New York
Product Design Intern, GPTZero May 2026 - August 2026

- Lifted mobile scans **218% (7,043 to 22,378)** and unique mobile scanners **119% (3,974 to 8,711)** in four weeks by redesigning the mobile results experience end to end
- Discovered through interviews with students and educators and an Amplitude funnel audit that users lost track of which document a score belonged to, then designed scan-type-specific result views and a camera entry point that kept them together
- Gave designers and engineers one shared library by auditing every screen, rebuilding the design system into brand, general, and Nexus scan components, and Code Connecting it through Dev Mode

Hotel Encinitan Remote
Project Manager and Developer, Website Redesign & SEO September 2025 - Present

- Grew direct bookings from **0 to 10 per day** by redesigning and rebuilding the site in React off Squarespace
- Cut load time **70%** and bounce rate **35%** in six weeks with SEO-structured landing pages, fixing near-zero search visibility

Innerspin Marketing Los Angeles, CA
Design Engineer May 2025 - September 2025

- Owned the UX roadmap for a parenting coach and author with 500K+ social followers whose site wasn't converting visitors into sign-ups, lifting technical site health from **40% to 99%** and creating QA checklists non-technical teammates run
- Helped lift her book sales and program enrollments **15%** by designing and shipping an LLM-powered voice assistant persona for the site

FOUNDER EXPERIENCE & PROJECTS

Bijio *Rust, React, Claude Code*
Co-founder, AI interactive story platform for web and mobile

- Designed the writer editor from zero to one, defining three block types (Choice, Gate, Ending Router) that make branch logic readable without code, plus a React Flow graph showing every path and dead end
- Building the mobile app that generates stories for users, with AI checks that flag broken logic, stalled plots, and out-of-character dialogue as a story plays

TUFF *Figma, Cursor, React Native*
Product Manager and Designer, real-money screen time competition app

- Pivoted the app from a screen time tracker to social betting leagues after user feedback, then designed the full UI system in Figma across home, league, profile, and stats
- Added a Free League mode when research surfaced buy-in risk, resulting in **over 100 early sign-ups**, and built the React Native frontend in Cursor

TapInn *Python/Flask, Heroku, React*
Hyper-local social platform connecting Princeton eating club communities

- Led discovery with 50+ Tiger Inn members and found **80%** avoided posting when names were attached, making anonymous posting the MVP core
- Ran think-aloud usability testing on login, posting, filtering, and menu flows, then shipped a NetID-verified mobile platform with anonymous posts, calendar, menus, and moderation

LEADERSHIP

SpaceXAI October 2026 - Present
Campus Lead

- Plan and host campus events introducing Princeton students to Cursor and Grok Bot, and run live demos showing how to go from an idea to a working prototype

SKILLS

Design: Figma (Auto Layout, Variables, Code Connect, Dev Mode), FigJam, AI prototyping, design systems
Research: User interviews, think-aloud usability testing, A/B testing, Amplitude, GA4, SEMrush
Engineering: React, React Native, Next.js, JavaScript, HTML/CSS, Python/Flask, PostgreSQL, Git
AI Workflow: Claude Code, Cursor, OpenAI API