

Fonnis Choo

I'm a creative problem solver with 8 years of design experience (5 in product design), blending a background in fashion with a passion for thoughtful, user-centered digital experiences. I specialize in leading end-to-end UX, with a focus on onboarding flows, and excel at translating complex requirements into clear, scalable solutions. Comfortable working across product, engineering, and business teams, I bring structure to ambiguity and advocate for design decisions that balance user needs with technical realities.

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 <https://linkedin.com/in/fonnischoo>

 <https://fonnischoo.com/>

Experience

SENIOR PRODUCT DESIGNER

Visa Inc, Austin,TX (2022 - Current)

- Led UX strategy across multiple financial products, including a centralized onboarding hub that streamlined fragmented flows into a unified experience.
- Specialized in designing scalable onboarding solutions that balanced regulatory complexity with user clarity.
- Design advocate in product planning, balancing technical constraints and UX goals to guide decisions beyond design.
- Designed Visa's internal Generative AI tool, a secure, chat-based interface for exploring transactional insights and search.
- Built a Value Calculator from scratch in 6 months, transforming complex financial data into an intuitive decision-support tool.

UI/UX DESIGNER

HelloTeam, Boston, MA (2021-2022)

- Worked closely with the VP of Product and Marketing in a startup setting to align on vision, program backlog, and product roadmap.
- Collaborated with PMs, front-end, and back-end developers to groom the backlog weekly, ensuring alignment on product flow, technology constraints, and research goals from conception to early implementation.
- Led the redesign of HelloTeam's platform and mobile app, emphasizing usability improvements.

Experience

UX RESEARCHER

Modus Create (2020 - 2021)

- Led UX research workshops to align stakeholders on research goals, methods, and priorities across product and design.
- Planned and executed usability studies, delivering actionable insights that shaped product strategy and design direction.

UX RESEARCHER AND DESIGNER

Sensitech Inc, Boston, MA (2020)

- Sole designer responsible for end-to-end UX across web and mobile platforms at a fast-paced startup.
- Worked closely with the VP of Product and Marketing and collaborated with Dev team to define design goals and overhaul the platform experience.
- Led the complete redesign of the platform and mobile app, improving navigation, usability, and overall user engagement.

DESIGN LEAD

Pierre Cardin Lingerie , Singapore (2014-2019)

- Designed and launched the company's first activewear line, generating \$2.5M in its first year.
- Led R&D and market analysis to shape product direction.
- Oversaw end-to-end development, collaborating with sourcing, merchandising, and factories.

Education

M.S. EXPERIENCE DESIGN

Northeastern University
(2019 - 2022)

Areas of Expertise

End-to-End Product Design

User Research & Testing

User Onboarding UX Design

Generative AI UI Design

LANGUAGES

English

Mandarin

French

Cantonese