

ADRIEL CHOO

Senior UX Designer · Design Systems Lead · Founder, Black Lotus UX

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PROFESSIONAL SUMMARY

Senior UX Designer and design-systems lead with 6+ years driving enterprise UX for high-traffic telecom platforms serving millions of users. Final design reviewer for Optimum Mobile, where a variable-driven Figma architecture took manual redlining out of dev handoff and became the template a second business unit adopted. Founder of Black Lotus UX, an AI-powered agency built end-to-end — from a six-agent production pipeline to a four-tier commercial model and live client dashboard. Pairs enterprise design-systems discipline with hands-on AI fluency.

CORE COMPETENCIES

Design Systems Architecture · Figma Variables & Tokens · CMS Migration (Drupal to AEM) · Team Leadership & Mentorship · Design Governance & Review · UX Research & Validation · AI-Augmented UX Operations · VP-Level Reporting

PROFESSIONAL EXPERIENCE

Senior UX Designer — Optimum Mobile | Altice USA

2024 – Present

- Serve as final design reviewer for all Optimum Mobile launches — approve production-ready files and set the quality bar before dev handoff.
- Rebuilt the Figma component library on Variables and component properties, taking manual redlining out of the dev handoff and standardizing UI across breakpoints.
- Manage and mentor a team of 3 designers; coached the Fixed Business design lead to stand up their own component library and release process.
- Lead UI architecture for a Drupal to AEM CMS migration across 40+ page templates, working technical feasibility directly with lead engineers.
- Redesigned the quarterly release model to decouple the component library from delivery files — cleaner version history and no Figma latency for the design org.
- Partner with the Director and Senior Director of Content Strategy & Ecomm to translate business objectives into UX roadmaps, presenting at monthly VP reviews.

UX Designer II — Optimum Mobile | Altice USA

2022 – 2024

- Pioneered the company's first Figma-to-dev handoff process, replacing legacy PowerPoint workflows with live-linked design documentation.
- Built the team's first user-testing roadmap; ran moderated and unmoderated studies via UserTesting.com to validate features like Device Protection ahead of launch.
- Led the redesign of live site modules during an enterprise-wide brand refresh — shipped ~a dozen modules on a 6-week timeline with zero rollback.
- Partnered with product and engineering to design, test, and ship buyflow module layouts, contributing to improved completion rates.

Founder — Black Lotus UX | Black Lotus Group LLC

2026 – Present · Concurrent

AI-powered UX intelligence agency delivering automated accessibility auditing, competitive analysis, and research to B2B product teams — built solo, from infrastructure through go-to-market.

- Designed and built a six-agent AI pipeline for WCAG auditing, competitive UX scoring, synthetic user simulation, and automated PDF delivery — compressing multi-day manual audits into same-day turnaround.
- Built the full business solo: four-tier pricing model (\$2,500–\$18,000/mo), Supabase data layer, live client dashboard (reports.blacklotusux.com), and six attorney-reviewed legal agreements.
- Runs all AI inference on self-hosted local hardware with zero external data exposure; operated end-to-end from Slack via custom pipeline commands.
- Currently in pre-launch outreach, building the initial client pipeline through targeted outbound.

UX Designer — Cornett

2021 – 2022

- Designed a high-traffic Super Bowl landing page for Kentucky Healthcare under a 2-week timeline, meeting campaign KPIs and WCAG 2.1 AA compliance.
- Redesigned the Keeneland Horse Racing digital calendar with custom event markers and refined interactions to improve event discovery.

TECHNICAL TOOLKIT

Figma (Expert — Variables, Auto-Layout, Component Sets), Figma MCP & REST API, Adobe Creative Suite, HTML/CSS, AEM, Drupal, n8n, Supabase, Playwright, AI Agent Orchestration (Ollama), UserTesting.com, Jira, Confluence

EDUCATION

B.A. Forensic Psychology, Minor in Law — John Jay College of Criminal Justice, 2017 · UX/UI Design Certification — UX Design Academy, 2020