ADRIEL CHOO

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

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PROFESSIONAL SUMMARY

Senior UX Designer and Design Lead with 6+ years driving enterprise-scale UX for high-traffic telecommunications and digital platforms. Currently serving as **design authority for Optimum Mobile** — architecting Figma systems, leading Drupal-to-AEM migration strategy, and mentoring a cross-functional team of designers. Parallel founder of **Black Lotus UX**, an AI-powered UX intelligence agency that automates accessibility auditing, competitive analysis, and research delivery — bringing Fortune 500 design operations experience to the tools the industry is missing.

CORE COMPETENCIES

▶ Design Systems Architecture	▶ Figma Variables & Tokens	▶ CMS Migration (Drupal → AEM)
▶ Team Leadership & Mentorship	▶ Design Governance & Review	▶ UX Research & Validation
▶ AI-Augmented UX Operations	▶ Stakeholder & VP-level Reporting	▶ Process & Release Optimization

PROFESSIONAL EXPERIENCE

Optimum Mobile | Altice USA | *Senior UX Designer*   2024 – Present

- **Design Leadership & Governance:** Serve as final design authority for all Optimum Mobile launches — conducting rigorous design reviews and approving all production-ready files.
- **Strategic Reporting:** Collaborate directly with the Director and Senior Director of Design to translate business objectives into actionable UX roadmaps and feature updates.
- **Design System Architecture:** Engineered a variable-driven Figma component library with responsive breakpoints; achieved 100% style guide consistency and significantly increased production velocity.
- **CMS Migration Leadership:** Leading UI architecture for a large-scale Drupal → AEM migration — mapping page requirements and collaborating with lead developers on technical feasibility.
- **Operational Innovation:** Established a quarterly release model, decoupling the component library from delivery files to eliminate Figma latency and improve historical tracking.
- **Mentorship:** Oversee 3 junior designers; guided Fixed Business design lead in establishing their own library and release protocols from scratch.

Optimum Mobile | Altice USA | *UX Designer II*   2021 – 2024

- **Digital Transformation:** Pioneered the company's first Figma-to-dev handoff process, replacing legacy PowerPoint workflows with live-linked, dynamic design documentation.
- **Research & Validation:** Established the initial user testing roadmap; conducted moderated and unmoderated studies via UserTesting.com to validate high-impact features including Device Protection.
- **Brand Evolution:** Led the redesign of live site modules during an enterprise-wide style update, ensuring alignment with new brand identity across the mobile ecosystem.
- **Stakeholder Collaboration:** Partnered with product owners and developers to design, test, and launch module layouts directly improving buyflow performance and site optimization.

Black Lotus UX | Black Lotus Group LLC | *Founder*   2026 – Present · Concurrent

AI-powered UX intelligence agency offering automated auditing, competitive analysis, and research delivery to B2B product teams.

- **Designed and built a six-agent AI pipeline:** WCAG auditing (axe-core), competitive scoring across 6 UX dimensions, synthetic persona simulation (100 AI personas), and Playwright PDF report delivery.
- **Architected full business infrastructure:** four-tier pricing model ($2,500–$18,000), Profit First banking, Supabase data layer, live client dashboard (reports.blacklotusux.com), and six NYC-reviewed legal documents.
- **All LLM inference runs locally** on self-hosted hardware — zero client data sent to external APIs. Operations managed entirely from Slack.

Cornett | *UX Designer*   2019 – 2021
- Designed a high-traffic **Super Bowl landing page** for Kentucky Healthcare, meeting campaign KPIs and WCAG accessibility requirements under a compressed timeline.
- Redesigned the digital calendar interface for **Keeneland Horse Racing** — incorporating custom event markers and intuitive interactions to improve user discovery.

TECHNICAL TOOLKIT

► Figma (Expert: Variables, Auto-Layout, Component Sets)

► Adobe Creative Suite

► HTML / CSS

► AEM · Drupal · CMS Architecture

► n8n · Supabase · Playwright

► AI Agent Orchestration (Ollama)

► UserTesting.com · Heatmapping

► Jira · Workfront · Confluence

► Figma MCP · Figma REST API

EDUCATION

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