

Edwin Choi

Staff Product Designer for healthcare

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10 years of experience creating end-to-end enterprise and consumer digital products that improve people's well-being and quality of life. Designed software to drive national **open-source health data standards**, **research for COVID vaccines**, and launch one of the first drive-through **COVID testing** sites in the US, eventually screening millions across the US. My **healthcare visualizations** are found at Sidewalk Labs, SXSW, Cell, Dell Medical School, and dozens of other hospitals and research organizations.

Verily (previously Google Life Sciences), Staff Product Designer

2020-present | San Francisco CA

- Gained buy-in from the head of the Clinical Studies Platform for the E2E product design proposal for study set-up, managing design dependencies across 4 product teams and 5 PMs/POs to impact over a million participants.
- Created company alignment across 1000 employees on the E2E product suite by developing a vision for the future user experience journey with xfn UX leads.
- Established a product design system used by 4 UXDs by leading an internal audit across all product areas to identify inconsistencies and develop foundational UI components.
- Led overall UX strategy and execution for the research platform by coordinating a 4+ person UX team and developing UX OKRs.
- Strategically involved in team growth from being the sole designer to 4+ designers, by interviewing 30+ candidates and mentoring 60+ designers through a weekly mentorship program.

GoInvo, Senior Product Designer

2015-2018 | Arlington MA

- Drove adoption of an open-source, standardized health record for the United States by envisioning products that showcased the value of the standard, gaining buy-in at the local and state government levels.
- Designed open-source health data visualizations installed at dozens of major healthcare organizations and universities around the US and internationally, used as a north star for developing standard health records, and visual aides for workshops and presentations at conferences like SXSW.
- Designed consumer and enterprise applications as a design consultant for clients such as government (NIH, HHS, MITRE Corporation), hospitals (Partners Health), and consumers (Walgreens, Eli Lilly).
- Executed E2E design for CDS Connect, the first national web repository centralizing clinical decision support tools.

Johns Hopkins Technology Innovation Center, UX Design Intern

2015 | Baltimore MD

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

EDUCATION

- **Johns Hopkins University** | DrPH, public health informatics | 2026 - ongoing
- **Johns Hopkins University** | MA, medical illustration with design | 2013 - 2015
- **University of Washington** | BS biology, BA painting & drawing | 2007 - 2011
- **Northwestern University** | non-degree, health informatics courses | 2018 - 2019
- **Harvard Extension School** | non-degree, computer science courses | 2016
- **Gage Academy of Art Atelier** | non-degree, painting & drawing | 2011 - 2012

AWARDS & RECOGNITION

- **Verily** | Tech innovation award, 1 of 5 recognized out of ~1,300 employees in 2025
- **Verily** | Values award, 1 of 15 recognized out of ~1,000 employees in 2021
- **Stanford biodesign fellowship** | finalist | 2018
- **Information is beautiful awards** | semi-finalist | 2016
- **Association of Medical Illustrators** | vesalian scholar | 2015
- **National Science Foundation** | finalist, global science viz | 2014
- **Johns Hopkins University** | Gwynn Gloege Scholarship | 2014
- **Johns Hopkins University** | William P. Didusch Scholarship | 2014