

ANDREW PARK

Product Designer

Los Angeles, CA

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www.linkedin.com/in/ajypark

UX Portfolio ↓

www.andrewjypark.com

Web Design ↓

www.smalljoysdesign.com

SKILLS

UX Design

Prototyping

User Surveys

User Personas

Competitive Analysis

Content Strategy

User Flows

Sitemaps

Sketching

Wireframing

Front-End

HTML + CSS

Javascript

jQuery

GSAP

VS Code

Design Tools

Figma

Webflow

Framer

Illustrator

Photoshop

Jira

Token Studio

Languages

Korean

Spanish

EXPERIENCE

Internet Brands | JUNE 2021 - DEC 2024

Product Designer

- Led the creation of a **design system** (color, type, components) for a team of 20 designers and developers across the sub-brands, Martindale-Avvo and iMatrix.
- Designed and prototyped **internal tools** and built websites for enterprise healthcare and legal platforms serving 12,000+ practices and 25M+ monthly users, optimizing usability for providers, patients, and attorneys.
- Streamlined **developer collaboration** by implementing design tokens via Token Studio and GitLab, reducing design handoff inconsistencies.

Regarding Her | FEB 2021 - APRIL 2021

Product Designer, Freelance

- Designed an interactive **restaurant map feature** for a non-profit supporting women-owned businesses.
- Conducted user research, competitive analysis, and usability testing to define **information architecture** and ensure an intuitive experience.

Disney Consumer Products | MAY 2015 - JUNE 2021

Brand and Product Management Administrator

- **Trained 50+ licensees** on Disney's product approval process, improving compliance and efficiency.
- Partnered with Product Development, Licensing, and Contract teams to improve internal workflows.

Signorelli, Inc. | MAR 2014 - AUG 2014

Licensing Coordinator

- Led financial analysis and approval tracking for licensed brands.

Jakks Pacific | AUG 2011 - AUG 2013

Licensing Coordinator & Cost Analyst

- Tracked licensor approval and product development, leading to the launch of five new brands

EDUCATION

Bloc - Product Design Program | AUG 2019 - JUNE 2020

University of California, Irvine | SEPT 2005 - JUNE 2009

Bachelor of Arts, Spanish