

ANDREW PARK

Product Designer

Los Angeles, CA

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562-688-2732

www.linkedin.com/in/ajypark

UX Portfolio ↓

www.andrewjypark.com

Web Design ↓

www.smalljoysdesign.com

SKILLS

Product Design

UX Design
Prototyping
User Surveys
User Personas
Web Design
Competitive Analysis
User Flows
Sitemaps
Sketching
Wireframing

Front-End

HTML + CSS
Javascript
jQuery
GSAP
VS Code

Design Tools

Figma
Webflow
Shopify
Illustrator
Photoshop
Jira
Token Studio

Languages

Korean
Spanish

EXPERIENCE

Gramercy Tech | JAN 2026 - PRESENT

Product Designer - [Website Link](#)

- Led UX design for an internal email builder product — defining user flows, wireframes, and prototypes to help app users create and manage email campaigns.
- Built and maintained a component-based design system in Figma and Webflow, standardizing UI components, typography, color to ensure consistency across screens.
- Created CMS Collections and reusable page templates, improving content scalability.

South Coast Physical Therapy | SEPT 2025 - DEC 2025

Web Designer - [Website Link](#)

- Designed and developed responsive websites using Webflow, using **custom code and GSAP interactions**.
- Version controlled and built code using VS Code, Github, Vite, and Netlify.

Internet Brands | JUNE 2021 - DEC 2024

Product Designer - [Website Link](#)

- Designed and built websites for **healthcare and legal practices** under the Martindale-Avvo and iMatrix brands, serving 12,000+ businesses and 25M+ monthly users.
- Led the creation of a **design system** (color, type, components) for 20 designers and developers, ensuring visual consistency across all client websites.
- Streamlined **developer collaboration** by implementing design tokens via Token Studio and GitLab, reducing design handoff inconsistencies.

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.

EDUCATION

Bloc - Product Design Program | AUG 2019 - JUNE 2020

University of California, Irvine | SEPT 2005 - JUNE 2009
Bachelor of Arts, Spanish