

ANDREW PARK

PRODUCT DESIGNER

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Portfolio: andrewjypark.com | Storybook: andrewjypark.github.io/ap_ds_storybook

SUMMARY

Product Designer with 6+ years leading User Experience (UX) and Interaction Design across web and product platforms — from user research, user flows, and wireframing through rapid prototyping and scalable design systems. Skilled at building component-based design systems in Figma and Storybook and partnering closely with engineering to ship consistent, user-centered experiences for marketplace and e-commerce platforms serving 25M+ monthly users.

EXPERIENCE

Product Designer

Gramercy Tech

Jan 2026 – Present

- Led UX design and interaction design for a client-facing email builder product, defining user flows, wireframes, and prototypes that helped app users create and manage email marketing campaigns.
- Built and maintained a component-based design system in Figma, standardizing UI components, typography, and color to ensure consistency across screens.
- Created CMS Collections and reusable page templates, improving content scalability and reducing repetitive design work.

Product Designer

Internet Brands

June 2021 – Dec 2024

- Designed and built websites for healthcare and legal marketplace platforms 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.

Product Designer

Regarding Her

Feb 2021 – April 2021

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

Brand and Product Management Administrator

Disney Consumer Products

May 2015 – June 2021

- 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.
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SKILLS

Product Design: Product Design, UX Design, Interaction Design, Rapid Prototyping, User Research (Surveys, Personas), Competitive Analysis, User Flows, Sitemaps, Sketching, Wireframing, Web Design

Front-End Development: HTML, CSS, JavaScript, jQuery, GSAP, VS Code, React

Design Tools: Figma, Webflow, Shopify, Illustrator, Photoshop, Jira, Token Studio

Languages: Korean, Spanish

EDUCATION

Product Design Program

Bloc

Aug 2019 – June 2020

Bachelor of Arts, Spanish

University of California, Irvine

Sept 2005 – June 2009