



Education

Designlab UX Academy
March 2022 – Jan. 2023

Pratt Institute
MFA in Communications Design

Ewha Womans University
BS in Educational Technology

Skills

User Research
Wireframing
Prototyping
Information Architecture
Interaction Design
Usability Testing
Branding Design
Packaging Design
Visual Design
Graphic Design

Tools

Figma
Webflow
Photoshop
Illustrator
InDesign

Experience

UX/UI Designer Contract

Melarosa Inc.
Sept. 2022 – Dec. 2022

- Implemented a responsive website by conducting user and stakeholder interviews and competitor products/industry trends research to uncover users' needs and identify design/ experience issues on the existing website
- Created UX flows, designed mid-fidelity wireframes and high-fidelity prototypes, and developed the brand design which involved designing the logo, selecting color palettes, and establishing a preferred photo style.
- The new website resulted in a 15% increase in sales.

UX/UI Designer Contract

Roomida
Aug. 2022 – Dec. 2022

- Developed an end-to-end application for Korean students in New York City to find Korean roommates securely and quickly.
- Performed UX research, creating an information architecture (that involved designing a sitemap, task/user flows), developing prototypes, and carrying out usability testing
- Designed the brand, including creating the logo, selecting a color scheme, and establishing an illustration style.

Design Director

Creative Dot
Design Studio
Nov. 2018 – Present

- Conceptualizing and executed consumer packaged goods packaging design and devised shopper marketing collaterals.
- Designing user interfaces and experiences for websites, mobile apps, and other digital products.
- Effectively overseeing projects from inception to final delivery within budget, while working closely with clients and external team members.

Senior Graphic Designer

The GRO Agency
Jan. 2010 – Nov. 2018

- Utilized strong typography, layout, and hierarchy skills to develop packaging and branding designs.
- Communicated design goals and recommended solutions to various stakeholders to achieve alignment.
- Managed deadlines through teamwork.