

# Sanghoon Hwang

UX Designer

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## SUMMARY

UX Designer specializing in design systems and information architecture. Highly proficient in Figma, with experience in B2C & B2B products for Fortune 500 brands like HP, Kodak, and GE. Skilled in working with cross-functional teams to drive collaboration. Lead designer of the HP Sprocket, which has sold more than 500K units.

## EXPERIENCE

### C+A Global | UX Designer

Nov 2022 - Current

- Lead designer for the company's flagship product, the HP Sprocket. Currently leading a complete UX/UI overhaul.
- End-to-end design for B2B & B2C products across mobile, desktop, and web; Includes products for Fortune 500 brands such as HP, Kodak, and GE.
- Improved workflow efficiency by building and refining scalable component libraries and design systems. Facilitated consistency and seamless integration across wireframing, prototyping, and iterating.
- Coordinated with overseas engineers and QA teams in an agile schedule consisting of achievable sprints. Mentor and delegate to junior designers.
- Conducted competitive analyses, user flows, usability tests, and A/B tests to form strategic design decisions.

### Rare Love Ventures | Visual Designer

Jun 2021 - May 2023

- Relaunched Anavex.com, shaping its visual design and information architecture, leading to 15% growth in traffic.
- Designed digital content to boost brand awareness and social media engagement by 33%.

### Freelance Graphic Designer

Nov 2018 - Jul 2023

- Created logos and digital content for Shorelines Co., East Coast Surf Tribe, and The Butler's House.
- Developed brand visuals to enhance recognition and international audience engagement.

### The American Friends of Jamaica | Graphic Designer

Jun 2019 - Aug 2019

- Secured nearly US\$1M for the nonprofit by designing the AFJ annual report and merchandise concepts for The Hummingbird Gala.

## EDUCATION

### New York University

Bachelor's — Psychology

Minors in Computer Science & Math, Digital Design & Art, Business Studies

2017 - 2021

### CareerFoundry

Certificate — UX Immersive

2021 - 2022

### General Assembly

Certificate — Front End Web Dev

2021

### General Assembly

Certificate — Visual Design

2018

## SKILLS

Design Systems, Component Libraries, Iconography,  
Responsive Design, Wireframing, Prototyping,  
User Research, Journey Mapping, User Testing

## TOOLS

Figma, Figma Make, Sketch  
Adobe CC (XD, Photoshop, Illustrator, After Effects)  
HTML / CSS / JavaScript, Java, Python  
Asana, JIRA