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.
- Improved workflow efficiency by building scalable AI-friendly component libraries and design systems. Facilitated consistency and seamless integration across wireframing, prototyping, and iterating.
- 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.
- Coordinated with overseas engineers and QA teams using agile methodology, while mentoring and delegating 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