Hanah Woo

UX/UI Designer

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EXPERIENCE

UX/UI Designer, Contract | EkLine

Designed web interfaces for EkLine, a B2B AI platform for document workflows.
Nov 2023 - Feb 2024 | Remote

- Conceptualized end-to-end wireframes for dashboard and style guide screens, incorporating feedback and user testing, leading to a 95% client approval rate.
- Revamped workflows by redesigning dashboard UIs, integrating team feedback, and reducing delivery time by 20% while improving usability.
- Led client feedback sessions to align design solutions with business goals, reducing revision cycles by 10% and improving stakeholder satisfaction.

UX/UI Designer, Contract | besti

Redesigned a desktop website for besti, a B2C business discovery platform.
Jul 2023 - Sept 2023 | Remote

- Conducted a heuristic evaluation identifying 23 usability issues and provided recommendations, resulting in a 15% improvement in task completion rates.
- Translated requirements into user flows and mid-fidelity wireframes, refining designs to address stakeholder concerns and minimize miscommunication.
- Presented a high-fidelity "Services" screen by applying usability heuristics, leading to a 20% increase in click-through rates and improved user satisfaction.

UX/UI Designer, Contract | Tenali

Created a mobile app design for Tenali, an AI-driven sales chatbot platform.
Jul 2023 - Aug 2023 | Remote

- Designed workflows for account creation, login, and profile setup screens, improving task completion time by 15% and earning mentor and client approval.
- Developed a comprehensive style guide based on industry standards, ensuring consistent typography and color schemes for seamless developer handoff.
- Compiled annotations and specifications, enabling clarity and alignment across teams, reducing iteration cycles by 25%, and accelerating timelines.

Server | Hoka Hoka Sushi and Sake

Provide excellent service in a fast-paced, customer-oriented setting.
Aug 2018 - Present | Redondo Beach, CA

- Provided high-quality service in a fast-paced environment, leveraging empathy and adaptability to refine customer experiences.
- Navigated high-pressure environments by prioritizing tasks and adapting workflows, honing problem-solving skills applicable to design challenges.
- Ensured accuracy in managing transactions using POS systems, enhancing attention to detail skills relevant to designing user-friendly financial interfaces.

EDUCATION

Biola University

Graduated December 2021

- B.A. in Psychology

El Camino College

Feb 2018 - Apr 2022

Relevant Coursework:

- Research Methods, Cognitive Psychology, Physiological Psychology, Social Psychology

SKILLS

Design

- User Experience Design, User Interface Design, Interaction design, Mobile App Design, Web Design, Wireframing, Prototyping, Mockups

Research

- User Research, Usability Testing, Heuristic Evaluations, Personas, User Flows, A/B Testing, Competitive Analysis, Site Mapping

Tools

- Figma, Webflow, Notion, Miro

ACHIEVEMENTS

Avocademy

- Earned UX/UI certification by mastering core UX concepts.

Portfolio Design Project

- Built a portfolio using Webflow, self-taught to showcase design skills, creativity, and projects.