

# Diane Park

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Highly adaptable and experienced UX/UI web-focused designer that has led collaborative projects and teams from A-Z for both product and agency. Focused on planning and executing design strategies and how they build into business objectives and brand. Passionate about design systems and building human-centered experiences.

## Skills

User Experience (UX), Visual Design, Responsive Web, Design Systems, Information Architecture, Design Strategy, Interaction Design, Usability Testing, Figma, Adobe Creative Cloud, Prototyping, Brand, Project Management

## Education

### UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

BFA Graphic Design

## Awards

### CANNES LION

See My Skin (Vaseline)  
Brand Experience &  
Activation: Healthcare  
Gold

## Recent Experiences

### ASSOCIATE DESIGN DIRECTOR OF UX/UI

01/2021 - 01/2026

Edelman, Washington, D.C.

- Led cross-functional teams to design 30+ digital experiences, from strategy to design and launch.
- Created, managed or proposed over a dozen design systems for clients such as OCAD, Minecraft, and Citi.
- Managed and mentored junior designers, provided art direction, and fostered a creative and productive work environment.
- Analyzed the user experience of competitor sites to improve content hubs, navigation structures, and content strategy.
- Collaborated closely with both internal and client executives to define KPIs and formulated design strategies that aligned to business objectives.
- Orchestrated dozens of stakeholder interviews, workshops and other user research methodologies to inform design decisions and validate concepts.
- Spearheaded the research, exploration, and adaptation of design and AI-powered tools such as Figma Make and Lovable.

### UX DESIGNER

01/2019 - 10/2020

U.GG, Austin, TX

- Designed the implementation of user accounts leveraging user testing to validate, leading to 10,000+ new accounts created in the first three months after launch.
- Developed a new dashboard for logged-in users to be able to see key data points, informed by a combination of analytics, 10+ in-person interviews, and conducting a survey with 1000+ responses.
- Implemented a new project management process aligned to agile methodologies to enhance collaboration between design and development.
- Demonstrated team leadership in the strategic planning, presentation, and execution of product features.
- Championed an accessibility overhaul for the entirety of the web app experience, ensuring adherence to WCAG standards.
- Mocked-up high-fidelity visual designs for landing pages for handoff to developers.

### UX DESIGNER

09/2016 - 04/2017

Kaplow, New York, NY

- Led a nimble, agile team to conceptualize and develop web apps, corporate and e-commerce sites from A-Z: conceptualization, user research and testing, design and dev.
- Analyzed user experience and design of multiple competitors and best-in-class sites to identify opportunities for improvement and inform design and brand strategy.
- Collaborated with key stakeholders to lead and analyze usability workshops, as well as managed team communications and timelines.
- Developed several high-fidelity interactive prototypes to demonstrate key functionalities before development.
- Managed and art directed a junior designer on website redesign projects.
- Developed brand design guidelines, UI kits, and design systems.