



## EXPERIENCE

### EP @ Brown

#### Visual Designer

Providence, RI  
SEP 2020–PRESENT

- Produced marketing materials for the Brown University Entrepreneurship Program to ignite the entrepreneurial spirit of the students on College Hill, engaged closely with start-ups.
- Facilitated campus-wide engagement and oversaw visuals of the organization through ongoing projects of rebranding, in-depth interviews with the founders of start-ups, web design, experience design, and more.

### Opal

#### UX Design Intern

San Francisco, CA  
JUL 2020–SEP 2020

- Synthesized visual strategies and design solutions end-to-end to build IOS core features during the early stages of planning for a mentorship start-up as a product designer in Profile Pod.
- Established information architecture and user journey to design UI prototypes for both text-heavy and visually driven context. Worked closely with PM, PMM, and engineers in a cross-functional team to address feedback.

### Wix.com

#### Product Design Intern

New York, NY  
JUN 2020–AUG 2020

- Accelerated traffic for a non-profit website by 187% within 3 months after the redesign. Collaborated as a creative director in a team of 3, stakeholders, and Wix Playground Team. Conducted independent research such as competitive analysis and A/B testing as well as collaborative design works.
- Analyzed an oral care brand’s current state in the market to coordinate a concept project of a new interactive UI/UX. Implemented a set of a new design system, visual deliverables, and marketing materials.

## SIDE PROJECTS

### toGather

#### Product Manager

JUN 2020–SEP 2020

- Built a third-party web app for OTT media services such as Netflix, Hulu, and Disney Plus for a 48-hour design sprint. Ranked top 6% out of 612 submissions around the world.
- Led a month-long iteration of researching, designing, and prototyping after conducting usability tests as a product manager for a team of 3.

### Learn with Lucy

#### Lead Designer

SEP 2020–PRESENT

- Developed a brand identity for a natural play start-up for children as an early-stage lead designer. Worked closely with a founder and a designer to design a logo, packaging, pattern, marketing materials, etc.

## EDUCATION

### Rhode Island School of Design

Providence, RI  
SEP 2018–FEB 2022

BFA Graphic Design | GPA in Major: 3.85  
Minor in Computation, Technology, and Culture

### Brown University

Providence, RI  
SEP 2019–FEB 2022

Completed coursework for selected courses in Computer Science and Sociology

## TOOLS

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe After Effects  
Adobe XD  
Figma  
Sketch  
InVision  
ProtoPie  
Principle  
Zeplin  
Cinema 4D

## DEVELOPMENT

HTML/CSS  
Javascript/jQuery/P5.js  
Python  
Java

## DESIGN

Qualitative Research  
Quantitative Research  
Persona  
Journey Mapping  
Wireframing  
Iterative Prototyping  
Usability Testing  
A/B Testing

## LANGUAGE

English  
Korean