



ANDREW PARK

UX/UI Designer

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I am a designer proficient in user research, testing and prototyping with a strong interest in social products that connect people.

SKILLS

Research	Info Architecture
User Personas	User Flows
Competitive Analysis	Sitemaps
Surveys	Sketching
Content Strategy	Wireframing
Programming	Design
HTML + CSS	Figma
Javascript	Sketch
JQuery	Illustrator
	Photoshop
Misc.	Languages
Patternmaking	Korean
Tech Packs	Spanish

PROJECTS

The Ring

The Ring is a dating app that aims to alleviate the stress in the texting game by allowing users to schedule a short 5 minute text meet up after they match.

Role and Responsibilities
Performed user research and testing.
Created style guide.
Built prototype.

[‘The Ring’ Case Study Link](#)

Take

Take is a community for fan art where users can discover and share takes on their favorite tv shows, movies and books.

Role and Responsibilities
Created user personas.
Performed user testing.
Created wireframes and prototypes.

[‘Take’ Case Study Link](#)

EDUCATION

AUG 2019	Bloc - Product Design
JUNE 2020	Immersive product design bootcamp working one on one with industry design professional.
SEPT 2005	University of California, Irvine
JUNE 2009	Bachelor of Arts, Spanish
AUG 2009	Los Angeles Trade Technical College
FEB 2011	Fashion Design
AUG 2013	Otis College of Art and Design Los Angeles
DEC 2013	Textile Extension Program

EXPERIENCE

MAY 2015	Disney Consumer Products Glendale
PRESENT	Brand and Product Management Administrator <ul style="list-style-type: none">Evaluated submissions throughout various stages of its product approval lifecycle to ensure submissions met contractual compliance for the Home, Consumables, Health and Beauty categoriesTrained 30+ licensees on Disney’s product approval process and provided ongoing supportPartnered with various internal stakeholders such as Product Development, Licensing, and Contract Management to resolve issues and identify opportunities for process improvement
MAR 2014	Signorelli, Inc. Los Angeles
AUG 2014	Licensing Coordinator <ul style="list-style-type: none">Liased with 10 licensed partners including Marvel, NHL and FOX which resulted in thriving relationships, contract renewals and an expanding range of new partnershipsConducted financial analysis and quarterly reports for licensed brands to make recommendations on partnership and product development strategiesEstablished processes of tracking licensor approvals from concept to final production and trained new Licensing Coordinators to work within and build upon the system of approvals
AUG 2011	Jakks Pacific Culver City
AUG 2013	Licensing Coordinator & Cost Analyst <ul style="list-style-type: none">Tracked licensor approval and product development, leading to the successful launch of 5 new brandsBuilt and maintained relationships with 14 different licensors including Disney, Nickelodeon and SanrioAnalyzed Cost of Goods, reviewed the Bill of Materials and prepared cost estimates for different licensed brands
OCT 2010	Native Son Los Angeles
FEB 2011	Intern <ul style="list-style-type: none">Assisted in the production and design of the F/W 2011 Native Son collection showcased at NYFWWorked with fabric vendors and cut-and-sew manufacturers to make samples