



EXPERIENCE

Multimedia & Web Intern

June 2018 - Present

Learning Evolution

- Build and design mobile-friendly eCommerce courses
- Conduct market research for creative graphic and logo ideas
- Prototype brand-consistent interfaces for E-learning portal

Administrative Assistant

Feb 2017 - June 2018

UCSD Triton Card Account Services

- Manage and utilize data in Excel, Access, and Blackboard
- Assist customers with site/app navigation or troubleshooting
- Communicate with different departments for various inquiries

Marketing & Business Development

June 2015 - Aug 2017

Poki Yaki

- Assisted in developing menu and ordering layout
- Identified trendsetter ideas to set foundation for marketing
- Brainstormed and analyzed creative branding strategies

Public Relations & Vice President

Jan 2015 - May 2017

UCSD KASA

- Created visual flyers and promotional contents for social media
- Led production of staff apparel from design to manufacture
- Implemented marketing strategies to increase membership

PROJECTS

Guiltea Cravings

www.juddx.com/teamfoodies

- Collaborated to redesign a store site through user research
- Prototyped mobile-first & desktop flows for usability feedback
- Designed user-friendly visuals & contents to convey its brand

Concert at the Lakes

www.charitys.me/lakesiders

- Acted as Client Liaison to communicate and deliver information
- Created wireframes and mockups of different ticketing options
- Handled user research and devised management guide for client

Travel Buddy

www.tinyurl.com/trabuddy

- Ideate mobile app concept & collect research data accordingly
- Design UI mockups and interaction flow to conduct testing

EDUCATION

University of California, San Diego

B.S. Cognitive Science

Spec. in Human Computer Interaction

Graduated June 2018

COURSEWORK

Design for Development

Intro to Research Methods

Digital Tools for Art Practices

Usability & Info. Architecture

Intro to Statistical Analysis

Cognitive Ethnography

Practicum in Pro Web Design

Modeling & Data Analysis

Social Computing

Cognitive Design Studio

AFFILIATIONS

Korean American Student Association

PR & Vice President 2015 - 2017

Cognitive Science Student Association

Member 2015 - 2018

TOOLS

Sketch

InVision Studio

Photoshop

Illustrator

InDesign

Axure

Git/Github

Command Line

HTML/CSS

SKILLS

Usability Testing

Design Heuristics

Branding

Market Research

Product Design

Ethnography

Prototyping

Strategic Planning

Authoring Tool

Data Analysis