

Dawn Jeong

Da Woon Jeong

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in da-woon-jeong-0101

UX/UI Designer

Objective

To obtain a permanent position as a UX/UI designer to leverage my technical professional expertise in UX/UI design

Career

UX/UI Designer – Kustom Kartel, Toronto, Canada

Sep 2017 ~ Present

- Plan for websites and web services
- Organize and edit content for websites
- Create wireframes, sitemaps, and mockups
- Edit Wordpress templates using CSS
- Create brand guides for clients
- Design logos, marketing collateral, and email newsletters
- Select and retouch images for websites and marketing collateral

UX/UI Designer – Seneca College, Toronto, Canada

Jun 2017 ~ Apr 2019

- Created a new design for the Seneca mobile application
- Conducted research on other college application and user surveys
- Held focus group meetings and analysed the results
- Created icons and UI design for online web apps and a mobile application
- Created user flow and conversation design for Seneca artificial intelligence chatbot Sam
- Increased the answer matching rate of the chatbot Sam from 25% to 70%, by training it using LUIS(Language Understanding Intelligence Service from Microsoft)

Online Marketer(web/graphic designer) – Elysia Beauty Bar, Toronto, Canada

May 2016 ~ Oct 2016

- Managed Elysia Beauty Bar's website and social media accounts
- Created daily content for social media
- Launched and organized customer contests and promotions
- Managed the online scheduling system for technicians and customers

Senior Photograph Editor - Coupang, Forward Ventures, Seoul, Korea

Apr 2012 ~ Apr 2015

- "30 Global Game Changers" by Forbes, an E-commerce company
- Established the workflow between the photo team and related departments
- Established manuals for editors and photographers
- Managed and edited images of company products offered online
- Directed photo shoots
- Trained new photo editors and photographers on Photoshop, Photography as well as the workflow of the company

Skills

Photoshop
Illustrator
Indesign
Adobe XD
Sketch
Invision
HTML
CSS
Javascript
After Effects
Premiere Pro
Adobe Animate

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UX/UI Designer

Freelance Photograph Retoucher & Photographer, Seoul, Korea

2009 ~ 2014

- Took and edited photos for online shopping malls and government & private events
- Edited photos for major magazines, Ads for The Load Studio (THELORDSTUDIO.com)
- Cosmopolitan Korea / Instyle Korea / Wella Korea / etc
- Official photographer for 2009 Busan International Film Festival

Website Content Operator - CJ E&M, Seoul, Korea

Apr ~ Jul 2011

- Edited and operated news articles on TvN - E-news24 website(www.eneews24.net)
- Organized real-time curation and management of the website

Assistant Colourist - Stareast Digital Lab, Seoul, Korea

Nov 2007 ~ Jul 2009

- An assistant Colorist for commercial films
- Participated in over 20 Korean movies and TV shows
- Established the manual for the Mastering and Restoration Department

Education

Interactive Media Design Diploma, Seneca College, Toronto, Canada

2016 ~ 2017

- Graduated with honours, GPA 3.8/4.0
- UX/UI design / Game Design / VR / Video filming and Editing
- Web Development : HTML, CSS, JavaScript, Bootstrap

Bachelor of Fine Art, SangMyung University, Seoul, Korea

2002 ~ 2007

- Graduated with GPA 3.77/ 4.5, 91.7%
- Majored in Photography (Commercial photography)
- Minored in Cinema
- Participated in the field placement programs
 - *B1 studio (JoongAng M&B house studio) 2005 / 2006
 - *Boda Fine Art Print Shop (professional fine art print shop) 2006

Certificate

VFX 1-year program at SF film school, Seoul, Korea

2007

- Maya, After Effect, Zbrush, Art foundation, Video Editing programs

Film promotion and marketing 3-month program at Hankyureh Education Center

2006

Planning for Advertisement 3-month program at Hankyureh Education Center

2004

Volunteer Work

FITC

Toronto, 2017

Seneca College

Toronto, 2016 ~ 2017

- As a Mentor in Smile Mentoring program helping juniors to adapt to college

Fringe Festival

Vancouver, 2015

- As a Ticket seller, Usher, Raffle ticket seller

Mount Pleasant Festival

Vancouver, 2015

- Green team