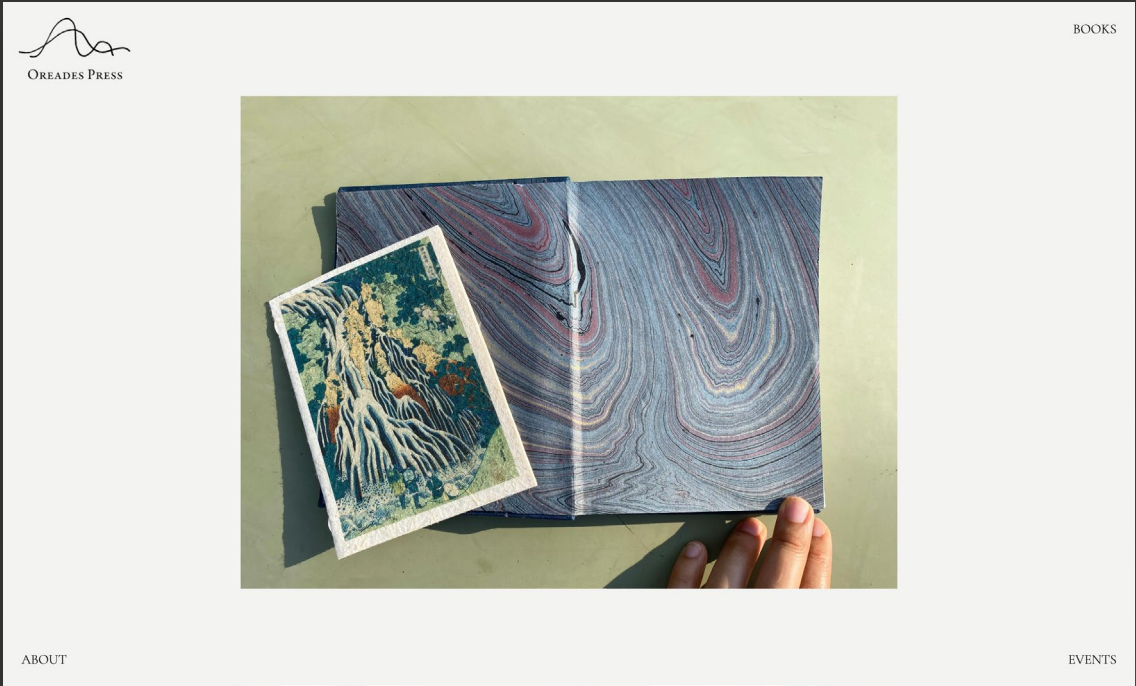


DA-EUN PARK

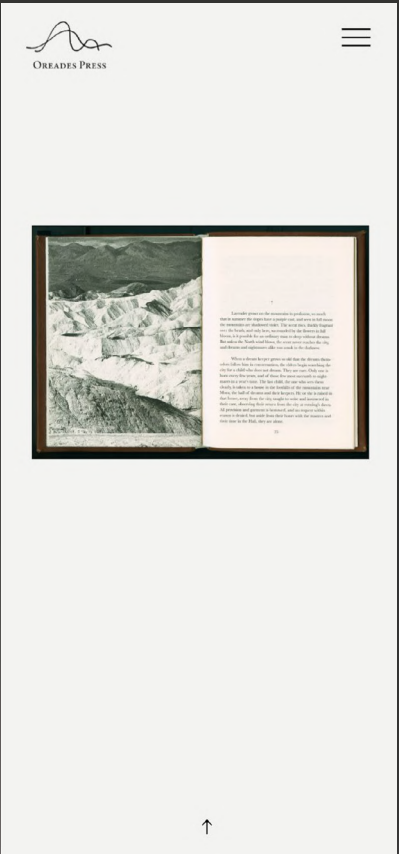
FRONT-END DEVELOPER / VIDEO MAKER

[LINK TO WEBSITE](#)

Immersive Book Promotion and Archiving Platform



[LINK TO WEBSITE](#)

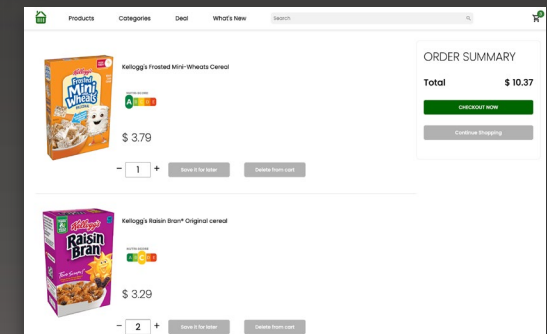
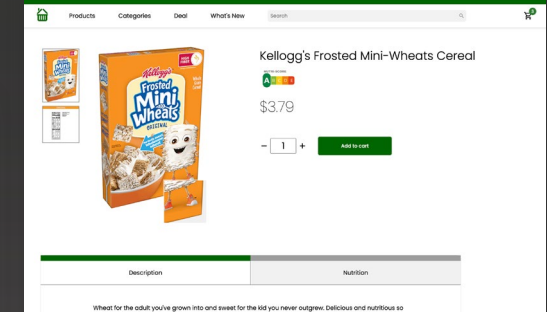
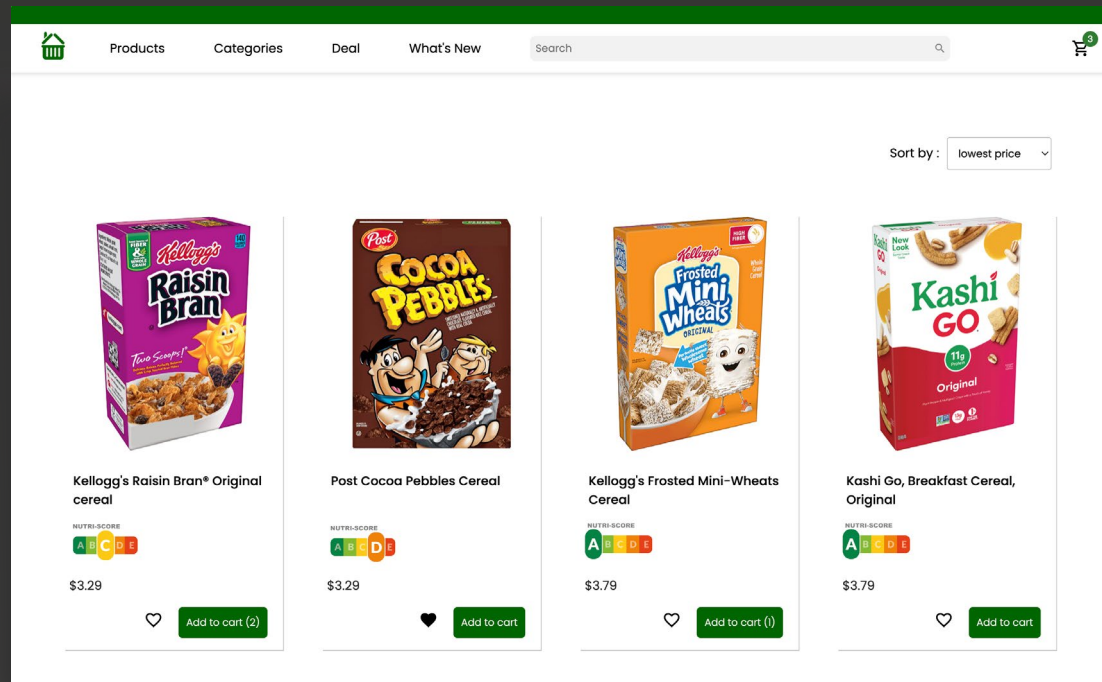


The website serves as a platform to promote and archive books for writers. To present the medium of 'books' in an engaging manner, I built the website to smoothly display books triggered by scrolling, ensuring an immersive and captivating effect that functions seamlessly on mobile devices as well.

Research-Focused Website for User Behavior Data Collection

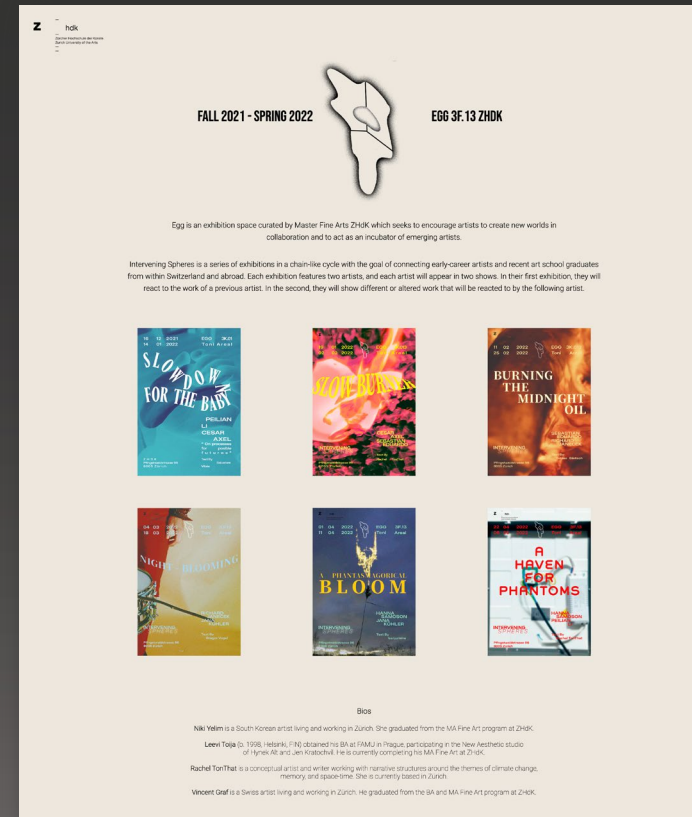
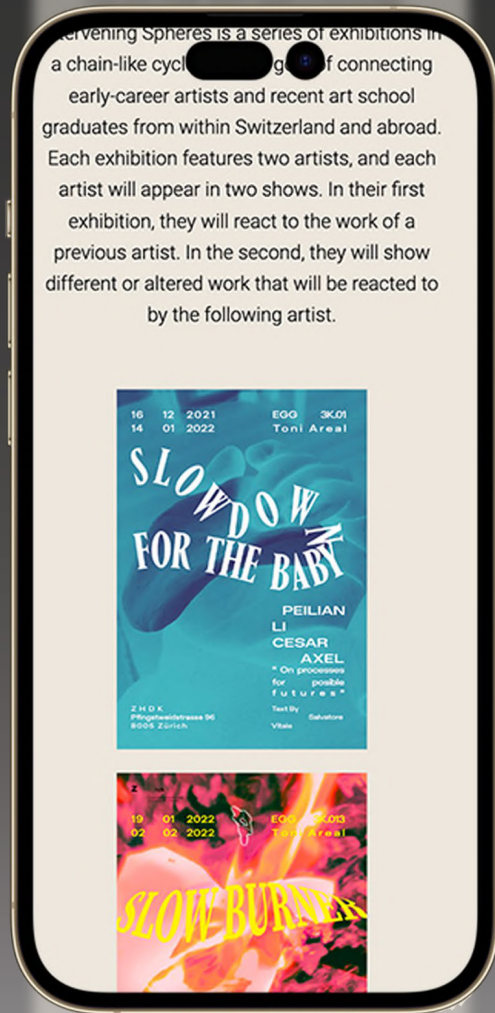
The website serves as a commercial platform for research purposes, specifically focusing on gathering user behavior data related to nutrition information. In this project, I undertook the responsibilities of web design, website development, and served as a liaison between the client and another developer.

[LINK TO WEBSITE](#)



- DEVELOPMENT** The site was developed using ReactJS and CSS. As the primary goal was research-oriented, the actual purchase and login functionalities were not integrated. Instead, the landing page generates individual identification numbers, linking user's experience to a survey platform, Qualtrics, and analytics programs.
- ANALYTICS** To collect user-behavior data effectively, I collaborated with a developer experienced in analytics programs. Together, we utilized a digital analytics software, Amplitude, for this purpose
- DESIGN** Given the research-oriented nature of the project, the design aimed not to distract users, therefore focusing on a familiar UX/UI design to ensure ease of navigation. Thus, I prioritized simplicity in both the web design and functionality.

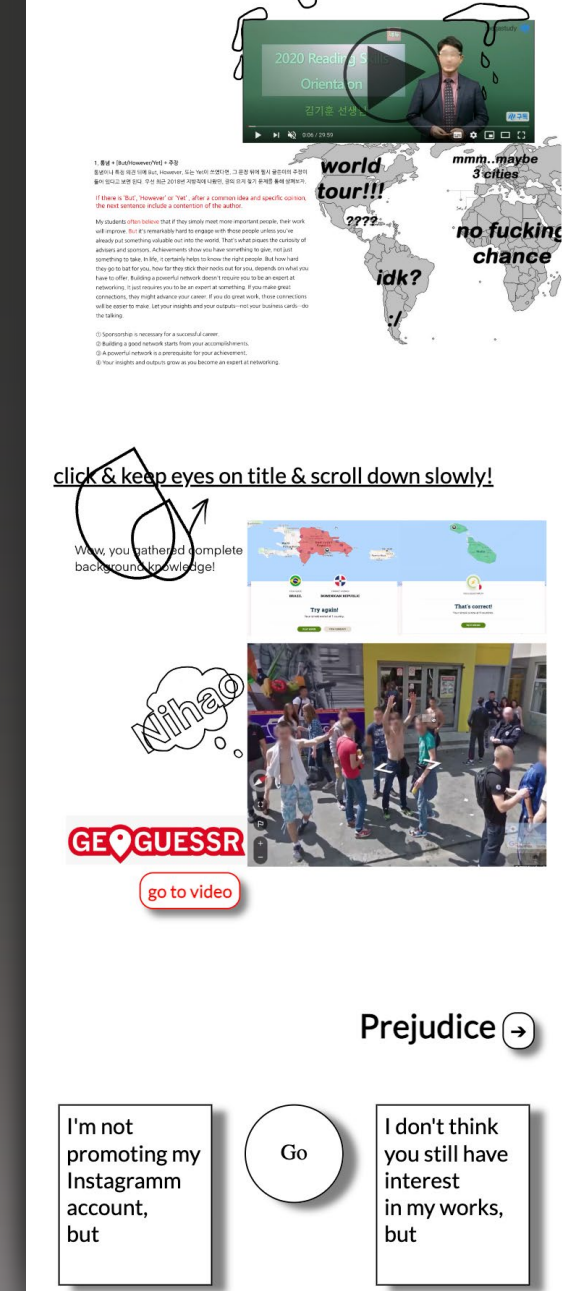
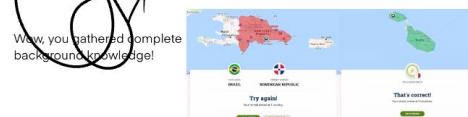
Interactive Art Exhibition Archive Website



[LINK TO WEBSITE](#)

The website functions as an archive for past art space exhibitions. On the landing page, each exhibition's poster animates upon mouse hover for desktop users and by scrolling for mobile users. This interactive feature extends beyond the landing page, as the detail pages are also thoughtfully designed with an interactive approach.

This web piece serves as an artistic creation. It's primarily designed for mobile usage and features various animations and functions resembling a collage



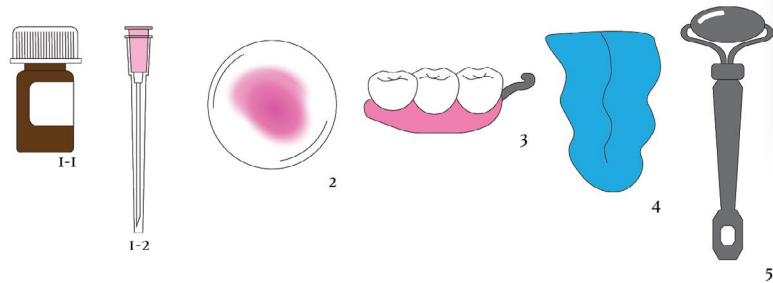
2D Visual Design

Illustrator : web design/ sketch / logo design

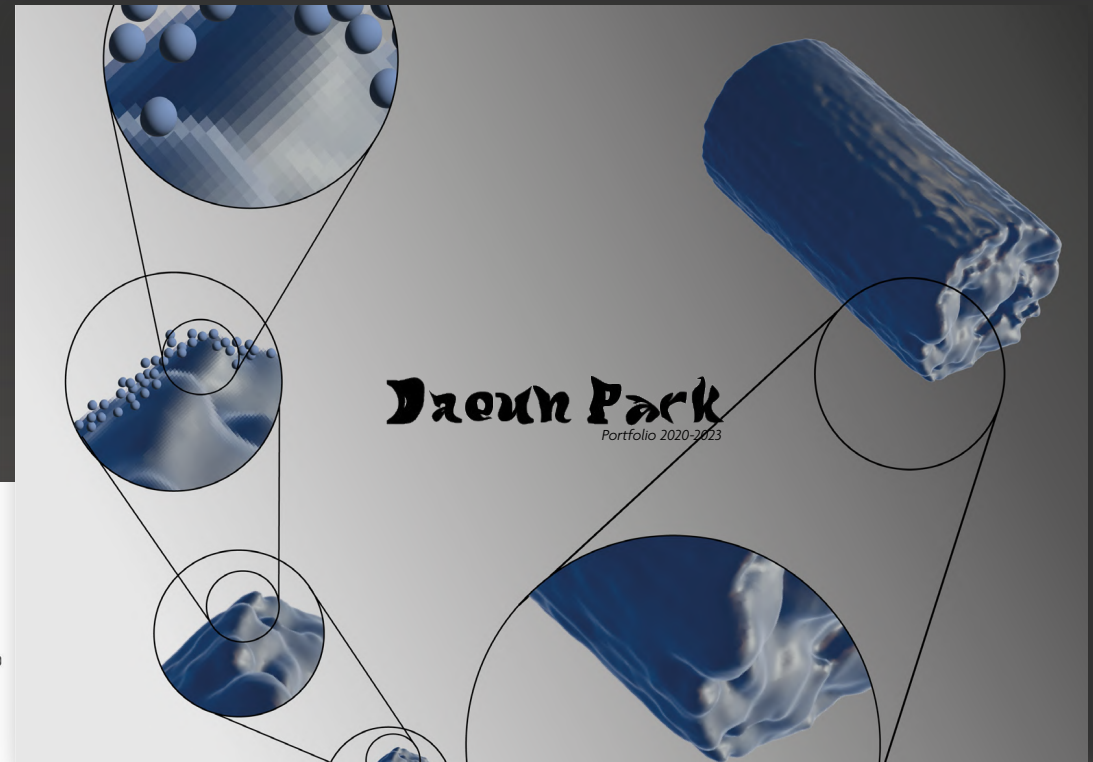
Photoshop : image editing/ photo color arrangement

InDesign : booklet design

Components



1-1. brown bottle 1-2. needle 2. spectrum test kit
3. partial denture 4. twisted tongue 5. massaging roller

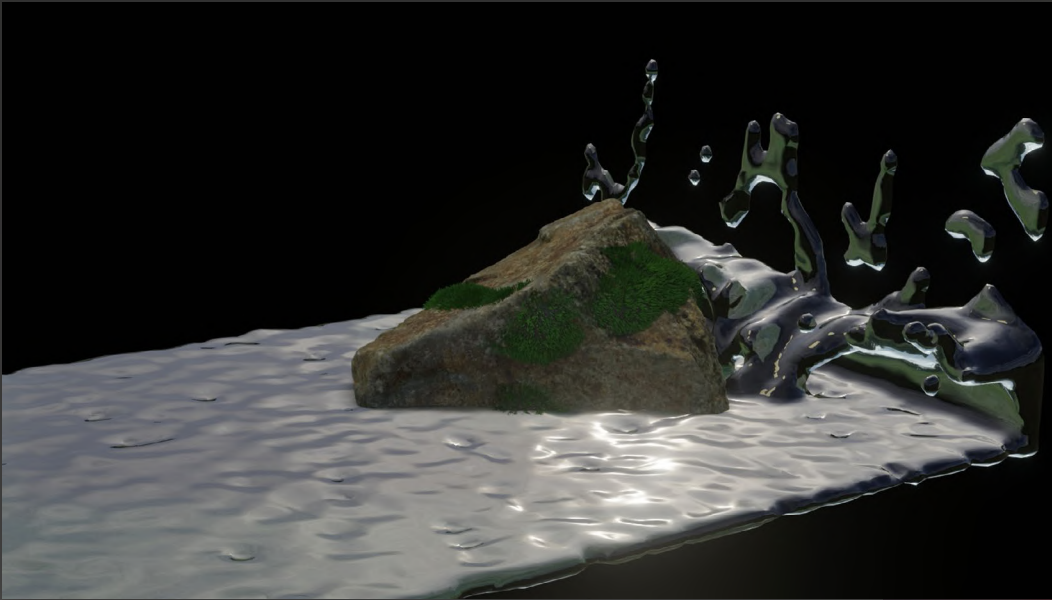


3D Design & Animation

Blender : 3D modeling/ Animation

Final Cut Pro : video editing

DaVinci Resolve : video color arrangement, video effect



[LINK TO VIDEO](#)

[LINK TO VIDEO](#)

