

Eunji Nam

UI/UX Designer

☕ Philadelphia, PA

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Projects

Work Experience

Manager / Buyer, The Geisha House

Feb 2018 - Aug 2020 | Philadelphia, PA

- Managed both in-store and online operations of a clothing store generating over \$600K in annual sales
- Increased store's revenue by 18% by introducing new brands that appealed to more customers, overhauling the store's online platforms, launching a loyalty program, and providing a more personal styling experience
- Purchased merchandise on behalf of the store by attending trade shows and showrooms, coordinating buying appointments with brand account executives, and acquiring products on online wholesale platforms (JOOR, NuORDER, FashionGo)
- Improved online shopping experience and engagement by converting website from Big Cartel to Shopify, incorporating Instagram Shopping which grew following by 70%, and creating promotional marketing emails
- Lead a 5-person team by setting and exceeding sales goals, delegating daily tasks, and educating staff on best sales practices and product knowledge
- Created and executed marketing campaigns and brand-enhancing events – Old City Fest, Influencer Party, photoshoots, holiday specials – led to an average daily sale increase of 110%

Education

CareerFoundry

Sep 2021

UI Design Program

West Chester University

May 2016

BSc. in Education

Skills

Tools

Sketch • Figma • Adobe XD •
Github • InVision • Flinto •
Balsamiq

Design

User Research • User Flows •
Wireframing • User Personas •
Style Guides • Prototyping • Design
System

Research

Design Sprints • A/B Testing • User
Journey Mapping • Usability
Testing

Languages

Programming

HTML • CSS • Javascript

Other

English • Korean