Emily Jeong

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EDUCATION

University of Rochester   **Rochester, NY**
BA Computer Science, Digital Media Studies Minor   *Anticipated May 2025*
- University UX Certificate Program, Computer Science concentration in Human Computer Interaction
- Coursework: Design in the Digital Age, Programming Digital Media, Intro to Web Development, Mobile App Development, Digital Media Toolkit, Social Psychology
- Scholarships & Awards: Dean's List, Research and Innovation Grant, Meliora Alumni Scholarship
- Leadership & Affiliations: UX Design Club E-board, Computer Science Undergraduate Council E-board

EXPERIENCE

Safetea   **Rochester, NY**
UX Designer - Project   *November 2023*
- Design a campus emergency app that improves the communication between students and public safety
- Create empathy map to define our audience, developing 20+ interview questions
- Conduct student interviews and analyze data using affinity diagrams and user personas
- Generate 9+ "how might we" statements, brainstorming 44 design features
- Use Figma to create low to high fidelity prototypes, creating 11+ screens

SAPIEN Coach   **Rochester, NY**
UX/UI Research Assistant   *September 2023 – present*
- Present interview questions in front of 20+ researchers, finding pain points in website design
- Develop AI therapist feature for PTSD patients, presented in front of medical professionals
- Collaborate with team of 5 to create design system and project plan

DandyHacks Hackathon   **Rochester, NY**
Marketing Lead   *January 2022 – November 2023*
- Lead team of 8 members in designing the marketing strategy for a university Hackathon
- Conduct team meetings, keep track of deadlines, assign tasks to members
- Guide brainstorming sessions for marketing ideas, creating over 50 marketing ideas
- Create Instagram posting schedule spanning 5 months, uploading 15 posts and 20+ stories
- Design low to high fidelity website prototypes, creating 30+ screens

University of Rochester   **Remote and Rochester, NY**
Research Assistant in HCI Lab   *May 2023 – October 2023*
- Design animated component, aiding user interactions with AI learning model
- Use React.js to display over 9 animation sequences on project website
- Collaborate with sprite animation artist to create 50+ animation frames

Unicycle   **Rochester, NY**
UX Design Lead   *September 2022 – May 2023*
- Optimize a campus based second-hand selling platform, launching with over 200 users
- Lead team design sessions, delegate tasks, keep track of deadlines
- Perform competitive analysis with over 7 sites, identifying 10+ design features to implement
- Use Figma to design over 30 components and 8+ screens

SKILLS & INTERESTS

- **Design:** UX Research, Figma, Wireframing, Sketching, Low-Fidelity Prototyping, High-Fidelity Prototyping, Presentations, Illustrator, Photoshop, Project Management, Brand Design
- **Programming:** Java, C, Python, React, JavaScript, HTML/CSS, PHP, Dart, Flutter
- **Interests:** Web Design, App Design, Digital Art, Video Games, Procreate, Animation, Piano, Tennis