

Eungyu Park

Web Developer & UX Designer

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PORTFOLIO

<https://eungyupark.com>

Projects

Front-end Python
UX Design Web Design
Digital Marketing
Contextual inquiry
Affinity analysis

EXTRA SKILLS

Web API / JSON / HTTP / Flask
/ jQuery / Git & GitHub / OAuth /
Beautiful Soup

DESIGN TOOL

Sketch / InVision / Zeplin /
Balsamiq

DIGITAL MARKETING

Web Analytics

Adobe DTM / Adobe Launch /
Adobe Analytics / Google
Analytics

Digital Marketing

Google Ads Search

CERTIFICATE

Google

Google Ads Search Certification
/ Google Analytics

Adobe Experience Cloud

Adobe Analytics: Dynamic Tag
Management (DTM) / Discover
Launch, by Adobe / Adobe
Analytics: Implementation /
Adobe Analytics: Mobile App
Analysis / Optimize Digital
Experiences Using Adobe
Target / Data Analysis with
Analysis Workspace

EDUCATION

University of Michigan, Ann Arbor, MI

(Expected) May 2021

Master of Science in Information, Specialization in User Experience (UX) Design / User-Centered Agile Development

Cumulative GPA: 4.0 out of 4.0

Eastern Michigan University, Ypsilanti, MI

Dec. 2017

Bachelor of Business Administration in Computer Information Systems

Cumulative GPA: 4.0 out of 4.0

Honors: Summa Cum Laude / Beta Gamma Sigma (Honor Society)

SKILLS

Programming Languages

Python, JavaScript, HTML, CSS3, C#, Java, SQL

UX Design

Prototyping, Storyboarding, Interaction Design, Personas, Affinity Wall

PROJECT

Web Developer & Digital Marketer, Southfield, MI

Apr. 2019 – Present

Thomas Park MD & Associates

- Create, maintain and update a static website and a landing page using HTML, CSS and JavaScript
- Advertise the business on Google Search
- Report a result of Google Search monthly

User Experience (UX) Consultant, Ann Arbor, MI

Jan. 2020 – Present

University of Michigan Office of Student Conflict Resolution (OSCR)

- Conduct needs assessment and usability evaluation for OSCR website
- Conduct interviews, comparative evaluation, survey, heuristic evaluation, and usability test
- Report key findings and recommendations

Interaction Design

Sep. 2019 – Dec. 2019

Course Project: SI 539 Interaction Design Course

- Created storyboarding, workflow, and personas
- Conducted QOC (Questions, Options, and Criteria), a design space analysis
- Built a web prototyping using Sketch and InVision

User Experience (UX) Consultant, Ann Arbor, MI

Sep. 2019 – Dec. 2019

University of Michigan College of LSA, Undergraduate Education Division

- Conducted interviews with key stakeholders for the College of LSA & Henry Ford College (HFC) Transfer Bridge Program website
- Collected and analyzed qualitative data based on the interviews with stakeholders
- Built an affinity wall to visualize the qualitative data
- Reported key findings and recommendation

EXPERIENCE

Junior Implementation Analyst, Dearborn, MI

Nov. 2017 – Apr. 2019

Global Team Blue (GTB)

- Developed a web metric tagging plan & implemented it on Adobe Dynamic Tag Management (DTM) and Adobe Launch
- Implemented Third Party tags and JavaScript (such as e.g. DoubleClick, Facebook Pixel) on DTM
- Conducted Quality Assurance by using Chrome Dev Tools, Charles Web Debugging Proxy, and other web developer tools

Information Technology Internship, Ypsilanti, MI

Feb. 2017 – Aug. 2017

Synod Community Services

- Assisted day-to-day operations of the IT department and refurbished computers
- Developed a database and database application (C#) for Tech Horizons program