

Holly Park

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Skills

Design & User Research
Semi-structured interview
User journey map
Affinity diagram
Concept sketch
Wireframes and mock-ups
Pattern libraries
Style guide
User flow
Interactive prototype
Think-aloud usability test

Other
Collaboration
Data analysis
Coding/Programming
Cognitive Task Analysis
Bilingual (*English, Korean*)

Tools

Design
Sketch
InVision
Adobe InDesign
Adobe Illustrator
Adobe XD
Adobe Photoshop
Google G Suite
Keynote

Other
SPSS Statistics
HTML / CSS
Javascript
Python

Awards

Deans List
Fall 2018
KAGRO Scholarship
Spring 2017

Education

Carnegie Mellon University Aug 2015 - May 2019
Bachelors of Science in Psychology; Cognitive
Minor in Human-Computer Interaction

Work Experience

CMU Cognitive Development lab, Research Assistant May 2017 - Aug 2017
Assisted in data collection at Phipps childrens' programs. Digitized and organized confidential past research files. Carefully transcribed and categorized audio recordings.

Carnegie Mellon Telefund, Professional Student Fundraiser Feb 2016 - May 2017
Called CMU alumni for contributions to the Carnegie Mellon Fund.
Communicated and conversed with alumni in an empathetic and positive way.

Englewood Hospital, Junior Volunteer June 2013 - June 2014
Discharged patients and transported specimens throughout the hospital.
Completed clerical duties such as organizing and preparing office materials.

Projects

Shfit App, Team Member and Designer Fall 2019
Collaborated with interdisciplinary team to design an app streamlining communication and shift swaps for fitness employees. Responsibilities included competitive analysis, semi-structured interviews, personas, scenarios, customer journey mapping, brainstorming, wireframing, flowchart, interactive prototypes, think-aloud usability testing, and iteration. Helped with facilitating discussions, interactive prototypes, refining high-fidelity screens, and final pitch. Used Sketch, Adobe Illustrator, and InVision.

US Air Quality and Asthma Data Visualization, Creator and Designer Fall 2016
Created a kinetic data visualization juxtaposing the way air quality and pollen levels fluctuate over five days in the 5 best ranked US cities vs. the 5 worst ranked cities to live in for people with asthma. I utilized visual design and data visualization principles in order to convey the pattern I discovered in the snapshot data I collected in order to answer my initial exploratory question. Used Adobe XD.

AHAVA Memory Care: Gibbor, Team Member and Designer Spring 2019
Collaborated with team to identify improvement opportunities at an Alzheimer's care residence; developed a solution to increase employee appreciation. Conducted immersive field observations, semi-structured interviews, practiced strong visual communication, and delivered persuasive presentations to the director of AHAVA.

Feeding Frenzy, Team Member and Designer Spring 2019
Worked with a partner to design an educational board game about trophic cascades and human impact on ecology; the design was consistent with a theoretical framework (EDGE) based in learning science and game design. Responsibilities included ideation, rapid prototyping, conducting playtesting sessions, synthesizing and articulating research feedback, and iteration.

Underwater Adventure, Designer and Developer Fall 2016
Designed and developed a single-player side-scrolling PC game with Python and the TK module, applying robust and efficient programming principles.