# HEE YEON HWANG
## UX Designer & Researcher

UX Designer with a background in psychology research, committed to creating user-centered designs that evoke emotion and action.

## CONTACT

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(818) 515-6898

## SKILLS

A/B & Preference Testing

Affinity Diagrams

Card Sorting

Competitive Analysis

Data Analysis

Design Documentation

Design Thinking

Information Architecture

Flowcharts & Journey Maps

Front-end Development

Personas

Usability Testing

User-Centered Design

User Flows

User/Job Stories

Wireframing & Prototyping

## TOOLS

Adobe XD

Figma

HTML/CSS

Javascript

Qualtrics

SPSS & R Programming

## UX PROJECTS

### Ink Tank - Tattoo design and artist finder mobile app

Ink Tank provides users a filtering feature through categories such as specialties, prices, and reviews, feature to comparing artists and ability booking sessions easily.
- **Process:** Competitive analysis, user research, personas, journey maps, wireframes, prototypes, design documentation, and user testing
- **Tools:** Design Thinking, Material Design, Figma, Adobe XD

### FLASH - Vocabulary learning app

Flash was created to focuses on users' needs to study words in multiple methods with visual aids and examples in order to balance their multifaceted lives.
- **Process:** Competitive analysis, user interviews, wireframing, prototyping, usability research
- **Tools:** Design Thinking, Protts

## EXPERIENCE

**Freelance UX Researcher**                                    2020 - present
AudioDub.app
- Conducted usability study for an audio translation software by creating research questions, recruiting participants, and conducting surveys and interviews.

**Sales Associate**                                             2018 - present
UNIQLO - Los Cerritos, CA
- Translated user feedback into a better customer better experience, resulting in a customer service award.

**Lab Manager**                                                 2017 - 2018
Emotion and Mental Health Lab - Washington University in St. Louis
- Recruited, screened , and conducted research on over 200 participants for a study on people's everyday emotions and how it impacts their decisions.
- Analyzed quantitative data through SPSS, Microsoft Excel, and R programming.
- Led weekly lab meetings with team and collaborators to discuss any problems or feedback from participants for any opportunity for improvements.
- Problem-solved logistical, technical, and participant issues promptly.
- Organized and filed large quantities of physical and digital data.

## EDUCATION

**Certification of UX Design - CareerFoundry.com**              2020
A 10-month online course mentored by UX industry leaders.

**Bachelor of Science Degree in Psychology - University of California, San Diego**   2017