



# 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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### 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, Prottts



### 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