



# 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.

### EXPERIENCE

#### Freelance UX Researcher

2020 - present

AudioDub.app

- Conducted UX research for an audio translation software by creating research questions, recruiting participants, and conducting surveys and interviews.

#### Sales Associate

2018 - present

UNIQLO - Los Cerritos, CA

- Awarded Customer Service Award of the Month for April 2019 by leading empathy and understanding with customers.
- Managed customer complaints and issues as a cash wrap supervisor.

#### Lab Manager

2017 - 2018

Emotion and Mental Health Lab - Washington University in St. Louis

- Recruited and conducted primary research over 200 participants for a diary-like study on people's everyday emotions and how it impacts their decisions.
- Conducted secondary research with literature reviews to help publish research.
- Analyzed quantitative data through SPSS, Microsoft Excel, and R programming.
- Delivered insight from quantitative data by presenting a poster at conferences.
- Led weekly lab meetings to discuss any problems with the study 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.

#### Senior Research Assistant

2016 - 2017

Emotion Lab - University of California, San Diego

- Recruited and conducted 200 dyadic research participants to examine the physical and psychological effect of gratitude on stress.
- Analyzed qualitative data by behavioral coding participant interaction videos.
- Transcribed speech from video recordings of participants.

### UX PROJECTS

#### [Ink Tank - Tattoo design and artist finder mobile app](#)

Conducted competitive analysis, user research, created personas, journey maps, wireframes, prototypes, and usability testing through Figma and Adobe XD for a tattoo app to help find design inspirations and connect users with local artists and shops. Ink Tank focuses on helping users find a nearby artist and designs from filtering through categories such as specialties, prices, and reviews, to comparing artists and booking sessions

#### [FLASH - Vocabulary learning app](#)

Researched and prototyped paper wireframes of a vocabulary learning app that focuses on users' needs to study words in order to balance their multifaceted lives. Users have the option to input their own images for words or definitions, examples for context of the words, and a "hands-free" voice activated study option to multi-task to effectively make use of their precious time.

### CONTACT

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(818) 515-6898

### EDUCATION

#### Certification of UX Design

CareerFoundry.com

- May 2019

A 10-month online course mentored by UX industry leaders.

#### Bachelor of Science Degree

in Psychology

University of California,

San Diego - June 2017

### SKILLS

A/B & Preference Testing  
Affinity Diagrams  
Behavioral Coding  
Card Sorting  
Competitive Analysis  
Data Analysis  
Design Language  
Design Thinking  
Diary/ESM/EMA Research  
Information Architecture  
Flowcharts & Journey Maps  
Front-end Development  
Strategic Research  
Personas  
Presentations  
Public Speaking  
Transcribing  
Usability Testing  
User-Centered Design  
User Interviews  
User Flows  
User/Job Stories  
Wireframing & Prototyping

### TOOLS

Adobe XD  
Figma  
HTML/CSS  
Javascript  
Qualtrics  
R Programming  
SPSS