

HYEWON SON

Marketer-turned UX Designer

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Seattle, WA

SKILLS

DESIGN&PROTOTYPING

Sketch

Photoshop

Illustrator

Principle

Flinto

Origami Studio

Invision

Framer.js

RESEARCH

Competitive Analysis

Contextual Inquiry

Usability Testing

Personas

Affinity Diagramming

Interviews/ Survey

PROGRAMMING

HTML5+CSS

Javascript

JQuery

DIGITAL MARKETING

Google Analytics

Google AdWords

Social Media Marketing

Content Marketing

EDUCATION

University of Washington | Mar 2019 (expected)
MS Human-Centered Design & Engineering, GPA 3.95

UC Berkeley | May 2016
BA Economics, GPA 3.73

EXPERIENCE

UX Designer

UW Food Rescue Website | Sept 2017 - Present

» Currently collaborating with designers and developers to design and build a web platform to pair-up UW campus dining facility with local non-profits for food recovery efforts. Interviewed 60+ organizations for feasibility study and prototyped web dashboards.

Product Marketing Specialist

Streamlyzer | Feb 2016 - May 2017

» Spearheaded company's website redesign by redefining navigation, information architecture, content strategy, and visual layout. Increased website traffic by 98% and decreased bounce rate by 13%.

» Helped improve dashboard user flow and data-visualization elements to help customers better analyze video engagement.

» Generated visual and written content for blog and marketing campaigns. Achieved 3950+ blog views in the first five months of blog launch.

Marketing Strategy Intern

SK Communications | Jun 2013 - Aug 2013

» Achieved 17% increase in mobile app downloads in just three days by launching OOH (outdoor) ad in Korea subway stations; collaborated with ad agency and design team to coordinate the advertisement.

» Developed a go-to-market strategy for the new facial recognition feature by conducting competitive analysis.

PROJECTS

Slice | Nov 2017 - Dec 2017

» A mobile app that reinvents billing process at a restaurant by allowing users to split and pay bills without waiter interaction. I initiated this side project with my peers to explore improving dining experiences.

Racoonz | Sept 2017 - Dec 2017

» A mobile app designed to provide users quick access to information about proper waste disposal in Seattle. I served as the sole UX/UI designer on the team.