

HYEWON SON

Marketer-turned UX Designer

hyewonson.com

hyewons@uw.edu

+1(510) 458-1924

Seattle, WA

SKILLS

DESIGN & PROTOTYPING

Interaction Design

Storyboarding

Wireframing

Rapid Prototyping

Tools: Sketch, Flinto, InVision,
Balsamiq, Protopie, Adobe Creative
Suite (Photoshop, Illustrator,
InDesign), HTML5, CSS

RESEARCH

Competitive Analysis

Contextual Inquiry

Usability Testing

User story

Interviews

Personas

Survey

DIGITAL MARKETING

Data Analysis

SNS Marketing

Content Marketing

Tools: Google Analytics,
Google AdWords

EDUCATION

MS Human-Centered Design & Engineering

University of Washington | Sept 2017 - Mar 2019 (expected)

BA Economics (Behavioral Economics)

UC Berkeley | Aug 2012 - May 2016

RELEVANT EXPERIENCE

UX Designer

UW Directed Research Group | Sept 2017 - March 2018

» The research group, backed by the UW's Campus Sustainability Fund, will design and build a website platform to pair-up UW food waste with local non-profit agencies in need.

Digital Marketing Specialist

Streamlyzer | Feb 2016 - May 2017

» Spearheaded corporate website redesign by redefining navigation, information architecture, content strategy and visual layout. Evaluated the effectiveness of the new website with Google Analytics.

» Generated visual & written content for blog, email campaigns, multimedia materials and trade shows. Achieved 3950+ blog views in the first five months.

» Initiated social media marketing to strengthen company's online presence and accomplished 1150% rise in Twitter followers and 125% growth on Facebook.

Marketing Strategy Intern

SK Communications | Jun 2013 - Aug 2013

» Conducted market research to determine the market position of a new face recognition feature and performed beta testing to evaluate its usability and navigation.

» Constructed surveys based on different target demographics for data analysis and elucidated relevant trends. in social media of Europe and Asia.