HYEWON SON

Marketer–turned UX Designer

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SKILLS

DESIGN&PROTOTYPING
Sketch
Photoshop
Illustrator
Principle
Flinto
Invision
Framer.js

RESEARCH
Competitive Analysis
Contextual Inquiry
Usability Testing
Personas
Affinity Diagraming
Interviews/ Survey

PROGRAMMING
HTML5+CSS
Javascript
JQuery

DIGITAL MARKETING
Google Analytics
Google AdWords
Social Media Marketing
Content Marketing

EDUCATION

MS Human-Centered Design & Engineering
University of Washington | Sept 2017 - Mar 2019 (expected)

BA Economics
UC Berkeley | Aug 2012 - May 2016

EXPERIENCE

UX Designer
UW Food Rescue Website | Sept 2017 - Present

» Worked closely with developers and other designers to design and build a website platform to pair-up UW campus dining facilities with local non-profits for food recovery efforts. Designed dashboard UI tailored to each stakeholder and conducted user testing.

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%.

» Improved web dashboard user flow and data-visualization elements working with developers and a designer.

» Generated visual and written content for blog and marketing campaings.

Product Strategy Intern
SK Communications | Jun 2013 - Aug 2013

» Conducted market research to determine the market position of a new face recognition feature and performed usability testing with 25+ participants.

» Constructed surveys based on different target demographics in Asia and Europe and elucidated relevant trends in social media usage.

PROJECTS

Racoonz | Sept 2017 - Dec 2017

» A mobile application that helps users identify and sort waste and learn about recycling in Seattle.

Tab | Nov 2017 - Dec 2017

» A mobile application that reinvents billing process at a restaurant by giving users the control to split and pay without waiter's interaction.