

Ji-hern Baek

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Education

University of California, Berkeley – B.A. Cognitive Science/Computer Science Minor, 2016

- CogSci C103 || History of Information
- IEOR 170 || Design and Human Factors
- CS 160 || User Interface
- CS 169 || Software Engineering (Enrolled)
- CS 198 || Working with Typography (Enrolled)
- CS 198 || Web Design Workshop

Experience

VISUAL DESIGN INTERN, EDISON'S CO; BERKELEY, CA – JULY 2015 - PRESENT

- Assist in developing social media graphics for corporations including Leeo, Inc. and Ember Technologies.
- Develop web UI mockups and assets.

UX DESIGN INTERN, FULLDIVE VR; BERKELEY, CA – JUNE 2015 - AUGUST 2015

- Conducted usability tests on existing mobile application to find pain points.
- Designed promotional screen, login/sign up screen, and home screen.
- Conceptualized and developed wireframes for a 360-photo sharing platform.

STYLING AND MARKETING INTERN, TRUE&CO; SAN FRANCISCO, CA – JULY 2015 - AUGUST 2015

- Conducted digital marketing analysis on impact of Gift with Purchases for high-impact strategy development to lift Average Order Value.
- Assisted with A/B testing setup for website and initial service design research for online Fit Quiz.

MARKETING DIRECTOR, KOLLABORATION SF; SAN FRANCISCO BAY AREA – JANUARY 2012 - MAY 2015

- Managed multiple social media platforms, and directed analytics towards organic social media campaigns and content strategy – drove social media growth to over 4000 followers.
- Contributed to organization vision by partaking in executive meetings and strategizing outreach to strengthen API presence in mainstream media and annual showcases.

Projects

- **SmartShelf**, a companion app that expedites stock management. Contributions involved extensive user research/sketches/wireframes/prototypes/testing (<https://app.box.com/SmartShelf>).
- **Cafe Hop**, a crowdsourcing platform for Cal student to vote on and see cafe fullness. Contributions involved UX design/front end development (<http://www.cafehopberkeley.com>).
- **#the100dayproject**, a creative project to produce a daily illustration to sharpen Adobe Illustrator skills (<https://instagram.com/jbaek100/>).

Skills

- Software: Photoshop, Illustrator, InDesign, Sketch, Kinoma Studios, Balsamiq
- Languages: Python, Java, HTML, CSS, JS, Conversational Korean
- Marketing: Google Analytics, Looker, Visual Design