# Jiho Sohn
## UX/UI Front-End Software Engineer

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**Programming Languages:** TypeScript| JavaScript | Python | HTML/CSS | SASS
**Technologies:** React.js/Next.js |MySQL | MongoDB | GCP | Express | Git | Bootstrap | TailwindCSS | GenerativeAI
**Creative:** Figma | Adobe Suite

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## PROFESSIONAL SUMMARY

**20+** years in software engineering and design. Experience in the **MERN/LAMP tech stack**, specializing in enterprise-level applications for the financial, tourism, and higher education industries. Proudly launched impactful solutions that have transformed operations and user experiences in these sectors. Passionate about servant leadership and human development.

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## WORK EXPERIENCE

**Boca Code - Senior Software Engineer Instructor**          Boca Raton, FL | May 2022 - Present
- Spearheaded the initiative of a **UX/UI MERN** internship, equipping over **10+** graduates with a comprehensive understanding of software engineering principles and user experience, simulating an agency environment.
- Cultivated strong business relationships, leading to the successful hiring of over **15** talented graduates for junior positions.
- Collaborate cross-functionally to plan and execute open houses, resulting in a revenue boost of **$112,000** within 4 months.
- Implemented **mentorship** program to boost student work quality, emphasizing UX/UI principles and fostering alignment of skills with personal and business objectives, resulting in **elevated levels** of performance and school standard.

**Banyan Hill - Web Project Manager/Developer**          Boynton Beach, FL | Dec 2019 – Dec 2022
- Successfully collaborated with cross-functional teams, including Internal Marketing, e-Commerce Team, Creative, and Customer Service, to orchestrate webinar campaigns and marketing invites. Resulting in **$12.6 million** in gross revenue.
- Initiated and executed a comprehensive revamp of a flagship website with over **375,000** subscribers, including site architecture redesign, wireframe enhancements, and the successful launch of the beta-version homepage.
- Transformed interdepartmental communication and workflow across **4** departments, introducing **Asana** as a project management tool, resulting in replacing outdated methods, and significant time and cost savings.
- Co-founded JavaScript Propulsion Lesson, a program aimed to **mentor** staff members with **JavaScript** and **React** skills.

**Lake Powell Adventure - Director of Creative and Technology**          Page, AZ | Dec 2018 – Jan 2022
- Generated close to **$1 million** in gross revenue over **3** years without any marketing expenses. Resulting in achieving first-page ranking for our website, initiating organic social media strategies, and increasing SEO and web traffic.
- Leveraged collaborative efforts with Page City council members and local businesses to establish a powerful network of **14** local businesses that collectively promoted tourism, resulting in enhanced visibility and increased visitor attraction.
- Managed technology and creative aspects of the business, including websites and social media materials. WordPress and PHP.

**Legacy Research Group - Web Product Manager/Strategy**          Delray Beach, FL | Oct 2018 - Dec 2019
- Collaborated cross-functionally with Editorial, Marketing, and Customer Service to successfully launch **12** products, optimizing inter-departmental protocols for improved efficiency.
- Implemented and optimized an Ad Management System for the Marketing team, utilizing intuitive **naming conventions** and used industry best practices. Resulting in streamlining and optimized workflow protocol inefficiencies.
- **Mentored team members** on solving problems from technical issues to creative. And at times simply lent a listening ear for team morale.

**Hidden Canyon Kayak - Head of Creative and Technology**          Page, AZ | Jun 2012 - May 2018
- Transformed the company's financial performance, increasing revenue from less than **$200k** to an **ARR of $900k**, resulting in a **4X** in growth and profitability. Worked with the crew in-person to identify pain points and address their unique needs.
- Worked closely with the owner to create **efficient protocols** between kayak guides, designers and vendors to improve overall communication and workflow.
- In the field worked **side-by-side** as a kayak guide assistant to better understand the business and customer needs in a progressively changing landscape – both geographically and technologically.

## The Oxford Club - Web Project Manager                    Baltimore, MD | Apr 2016 - Feb 2018

- Orchestrated a multi-departmental campaign effort—creative, editorial, marketing, retention and The Call Center (TCC)—to launch The Oxford Club's new exclusive member website for over **150,000** subscribers.
- Spearheaded the site development schedule, content migration strategy for 9,800 plus published materials, enterprise-level deployment strategy, post-launch QA prioritization, bug tracking and staff support/training of the new system.

## NCSDO - Back-End Web Developer                    Baltimore, MD | May 2002 - Feb 2013

- Worked with **WordPress** and **Drupal** for The Campaign for UPENN, Stanford, The Hope College Campaign, the Williams College admission site, and recruitment for St. John's College and Barnard College.
- Developed a lead generation admissions marketing program using personalized emails and urls to track student engagement and interest. Email listings ranged from **75,000** to **300,000** contacts.

## EDUCATION

**Rhode Island School of Design,** Bachelors of Fine Arts (BFA)                    Providence, RI | Aug 2001