Jiho Sohn
Head of Web Services | UX/UI Engineer | AI Integration Specialist

South Florida | jsohndata@gmail.com | 410-428-6363 | Linkedin

Languages: JavaScript, HTML/CSS, Sass
Creative: Generative AI, Figma, Adobe Creative Suite
Technologies: React.js, MySQL, MongoDB, Git, Bootstrap, WordPress
AI: Claude, Gemini, Chat GPT, _Zapier, Generative AI Video, Voice and Music

PROFESSIONAL SUMMARY

Dynamic and innovative professional with over 20 years of experience in **web development, strategic visual storytelling** and **data organization**. Passionate about **integrating Generative AI to enhance productivity and efficiency**, deliver exceptional user experiences, and **foster a positive and collaborative work culture**. Proven track record in **leading cross-functional teams** to **create impactful solutions** in the financial, tourism, higher education, and law sectors. Dedicated to servant leadership and human development, with a strong focus on empathy, collaboration and continuous learning.

WORK EXPERIENCE

Practice Made Perfect Marketing - Head of Web Services   West Palm Beach, FL | Oct 2023 - Present
- Spearheaded implementation of **AI-driven and cloud-based solutions**, **enhancing overall efficiency by 70%** across processes including SEO content writing, YouTube SEO, UX/UI mockups, and web development.
- **Empowered and led a dynamic team** of 3 UX/UI developers and 3 SEO content strategists, spearheading innovation through **AI-assisted workflows** and a **forward-thinking mindset**. Championed the adoption of **AI in everyday workflows**, fostering a culture of efficiency and promoting life-work balance.
- Developed **4 custom ChatGPT AI-bots**, **Call Tracking to Google Sheet Automation, Reusable Social Media Content Repository** and **Voice and Type-Enabled AI ChatBots Assistant** for internal client management. Integrated **Low-Code No-Code solutions**, boosting organizational productivity, collaboration, and self-sufficiency.
- **Collaborated closely with multiple departments** to drive client success by redesigning the Web Services Department workflow. Emphasized clarity, structure, and timely communication to meet client expectations.
- **Key Strength**: AI Integration, Cloud-Based Solutions, Workflow Automation, Efficiency Optimization, Cross-Functional Collaboration, Team Leadership, Innovative Culture, WordPress Multisite, GSD (Get Stuff Done).

Boca Code - Senior Software Engineer Instructor   Boca Raton, FL | May 2022 - Aug 2023
- Spearheaded the initiative for three internships: UX/UI, UX/UI MERN, and Wordpress/PHP. The goal is to **empower graduates** with an in-depth grasp of software engineering principles, utilizing Generative AI, visual design concept, and project management leadership, **fostering an Agile mindset** through an **immersive agency-style experience**. The program has helped graduates launch their careers in software engineering, with **83.3% of interns being hired** thus far.
- Cultivated strong business relationships, leading to the successful hiring of **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.
- Elevated student project standards and **raised the bar** at the school by emphasizing modern UX/UI and mobile responsiveness, using a method similar to Project Lead The Way (PLTW) with a spiral curriculum approach.
- Pioneered the school's first **Generative AI** class, emphasizing **prompt engineering** and video synthesis, enhanced further through the utilization of **Natural Language Processing (NLP)**.
- **Curriculum**: HTML/CSS, JavaScript, MongoDB, MySQL, Express.js, React.js, Bootstrap, Sass, Gen AI, Git, Agile, PM

Banyan Hill - Web Project Manager / Front-End 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**, **UI enhancements**, and the successful launch of the beta-version homepage.
- **Transformed interdepartmental communication** and workflows across 4 departments by introducing a project management tool, supporting **Agile methodologies**, resulting in the replacement of outdated methods, and **achieving significant time and cost savings**.
- Co-founded JavaScript Propulsion Lesson, a program aimed to **mentor** staff members with **JavaScript** and **React** skills.
- **Technology**: HTML/CSS, JavaScript, PHP, WordPress, React.js, Bootstrap, Asana, Git, SEO, Adobe Creative Suite

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.
- Technology: HTML/CSS, JavaScript, PHP, WordPress, Adobe Creative Suite, Social Media, SEO, Photography, Video

Legacy Research Group - Web Product Owner and Strategist   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.
- Technology: HTML/CSS, JavaScript, React.js, WordPress, SEO, Jira, Git

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.
- Technology: HTML/CSS, JavaScript, PHP, WordPress, Adobe Creative Suite, Social Media, SEO, Photography, Video

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.
- Technology: WordPress, Asana, Photography

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.
- Technology: HTML/CSS, MySQL, WordPress, Drupal, Asana, Adobe Creative Suite, Photography, Video

**Full work experience and recommendations are
listed on jsohndata.com/linkedin.**

EDUCATION

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

Jiho Sohn
Head of Web Services | UX/UI Engineer | AI Integration Specialist

South Florida | jsohndata@gmail.com | 410-428-6363
Linkedin | Github | Instagram | YouTube | Website

Last updated on 2024-07-17