

# Hyewon Son

USER EXPERIENCE DESIGNER

hyewonson.com

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## EDUCATION

### University of Washington

M.S. Human-Centered

Design & Engineering

Expected March 2019

### UC Berkeley

B.A. Economics

May 2016

## SKILLS

### Tools

Sketch

Illustrator

Photoshop

InVision

Principle

Framer

Origami Studio

HTML/CSS

### Design

Interaction Design

Visual Design

Motion Design

Wireframing

Rapid Prototyping

Design Exploration

### Research

Competitive Analysis

Usability Testing

Journey Mapping

Affinity Diagram

Personas

Interviews/Survey

Storyboarding

## EXPERIENCE

### Uber / Graduate Product Designer

Seattle, WA / Oct 2018 - Present

- Exploring user needs and mobile design concepts to improve driver and rider experience on Uber.

### Google / UX Design Intern

Sunnyvale, CA / Jun 2018 - Sept 2018

- Explored and designed future state analytics feature for enterprise customers within G Suite team. Prototyped high-fidelity mockups of dashboard that visualizes enterprise social data and engagement.
- Led research by designing survey and storyboard studies to validate design concepts. Worked closely with a team of UX researchers, designers, and PM.

### Meal Matchup / UX Designer

Seattle, WA / Sep 2017 - Apr 2018

- Designed and prototyped a responsive web application that aims to solve food waste problem by facilitating food donation from university dining halls to local non-profits. The product launched in Spring 2018.
- Collaborated with designers and engineers to build a component library, information architecture, and process flow for a scalable and flexible system.
- Conducted research and usability tests with 30+ stakeholders to produce a user-centric product.

### Expedia / Graduate UX Researcher

Seattle, WA / Jan 2018 - Mar 2018

- Designed and ran 8 usability studies to improve Expedia's VUI for Amazon Alexa. Compiled a usability report with problems and suggestions to enhance booking experience for travellers.

### Streamlyzer / Product Marketing Specialist

Sunnyvale, CA / Feb 2016 - May 2017

- Redesigned the company's website by redefining navigation, information architecture, and content. Decreased page-abandonment rate by 23% and generated new leads with higher web engagement.
- Researched, strategized, and launched UX improvements for video streaming analytics tool.
- Initiated content marketing by writing blog articles and email campaigns. Gained 3950+ blog views during the first five months.