Eungyu Park

UX Designer & Web Developer

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PORTFOLIO
https://eungyupark.com

PROJECTS
UX Design
Digital Marketing
Contextual inquiry
Affinity analysis
Web-Design
Front-end

SKILLS & TOOLS
UX Design
Low-fi Prototype
Hi-fi Prototype
Interaction design
Wireframing Visual
Workflow
Story Mapping
Personas

Design Tools
Sketch / InVision / Zeplin /
Balsamiq

Programming Language
HTML5 / CSS / JavaScript /
Python / C# / SQL

Programing tools
GitHub / VS Code / Netlify

Project Tracking Software
JIRA

Web Analytics
Google Analytics / Adobe DTM /
Adobe Launch / Adobe Analytics

Digital Marketing
Google Ads Search

Others
JSON / API

EDUCATION

University of Michigan, Ann Arbor, MI   (expected) May 2021
Master of Science in Information, Specialization in User Experience (UX) Design
Cumulative GPA: 4.0 out of 4.0
Relevant Projects: Web Prototyping, Workflow, Story Mapping, Personas, Interaction Design

Eastern Michigan University, Ypsilanti, MI   Dec. 2017
Bachelor of Business Administration, Computer Information Systems
Cumulative GPA: 4.0 out of 4.0
Honors: Summa Cum Laude / Beta Gamma Sigma (Honor Society)

EXPERIENCE

Personal Project
Web Developer & Digital Marketer, Southfield, MI   Apr. 2019 – Present
Thomas Park MD & Associates
• Create, design, maintain and update a static website and a landing page
• Advertise the business on Google Search
• Report a result of Google Search monthly

Professional Experience
Junior Implementation Analyst, Dearborn, MI   Nov. 2017 – Apr. 2019
Global Team Blue (GTB)
• Developed a metric tagging plan & implemented it on Adobe Dynamic Tag Management (DTM) and Adobe Launch
• Implemented Third Party tags and JavaScript like DoubleClick and Facebook Pixel on DTM
• Conducted Quality Assurance by using Charles and web developer tools
• Checked whether the variables fired correctly on Adobe Analytics & Adobe Mobile Analytics
• Created, enabled, and checked In-app messages on Adobe Mobile Analytics

Digital Marketing Specialist, Ann Arbor, MI   Jun. 2017 – Aug. 2017
DistinguishMe
• Determined company sales funnel
• Implemented marketing automation system using ActiveCampaign
• Created targeted landing pages for the company

LANGUAGE SKILLS

English, Japanese, and Korean
Certificate: Japanese-Language Proficiency Test (JLPT), N1   Jan. 2017
**N1 level is the most difficult level of JLPT
** Score: 180/180**

CERTIFICATE

Google
Google Ads Search Certification / Google Analytics

Adobe Experience Cloud
Adobe Analytics: Dynamic Tag Management (DTM) / Discover Launch, by Adobe / Adobe Analytics: Implementation / Adobe Analytics: Mobile App Analysis / Optimize Digital Experiences Using Adobe Target / Using Adobe Analytics and Shared Audiences in Adobe Target / Data Analysis with Analysis Workspace