

# Eungyu Park

## UX Designer & Web Developer

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## PORTFOLIO

<https://eungyupark.com>

### Projects

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

## EXTRA SKILLS

Web API / JSON / HTTP / Flask  
/ jQuery / Git & GitHub / OAuth /  
Beautiful Soup

## DESIGN TOOL

Adobe XD / Sketch / InVision /  
Zeplin / Balsamiq

## WEB ANALYTICS

Adobe DTM / Adobe Launch /  
Adobe Analytics / Google  
Analytics

## DIGITAL MARKETING

Google Ads Search

## 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 / Data Analysis with  
Analysis Workspace

## LANGUAGE

English, Japanese, Korean  
**Certificate:** JLPT, N1 (Score:  
180/180)

## EDUCATION

### University of Michigan, Ann Arbor, MI

(Expected) May 2021

Master of Science in Information, Specialization in User Experience (UX) Design / User-Centered Agile Development

**Cumulative GPA: 4.0 out of 4.0**

### Eastern Michigan University, Ypsilanti, MI

Dec. 2017

Bachelor of Business Administration in Computer Information Systems

**Cumulative GPA: 4.0 out of 4.0**

Honors: Summa Cum Laude / Beta Gamma Sigma (Honor Society)

## SKILLS

### Programming Languages

Python, HTML, CSS3, JavaScript, Vue.js, C#, SQL

### UX Design

Prototyping, Interaction Design, Personas, Storyboarding, Affinity Wall

## EXPERIENCE

### User Experience (UX) Design Fellow, Ann Arbor, MI May. 2020 – Present University of Michigan Center for Academic Innovation

- Prototype web application using Adobe XD and Sketch (for different supervisors)
- Conduct usability tests for a new tool
- Conduct heuristic evaluation for a current application
- Implement a new design using Vue.js, HTML, CSS, and JavaScript

### Junior Implementation Analyst, Dearborn, MI

Nov. 2017 – Apr. 2019

#### Global Team Blue (GTB)

- Developed a web metric tagging plan & implemented it on Adobe Dynamic Tag Management (DTM) and Adobe Launch
- Implemented Third Party tags and JavaScript on DTM
- Conducted Quality Assurance by using Chrome Dev Tools, Charles Web Debugging Proxy, and other web developer tools

### Information Technology Internship, Ypsilanti, MI

Feb. 2017 – Aug. 2017

#### Synod Community Services

- Assisted day-to-day operations of the IT department and refurbished computers
- Developed a database and database application (C#) for Tech Horizons program

## PROJECT

### Web Developer & Digital Marketer, Southfield, MI

Apr. 2019 – Present

#### Thomas Park MD & Associates

- Create, maintain and update a static website and a landing page using HTML, CSS and JavaScript
- Advertise the business on Google Search
- Report a result of Google Search monthly

### User Experience (UX) Consultant, Ann Arbor, MI

Jan. 2020 – Apr. 2019

#### University of Michigan Office of Student Conflict Resolution (OSCR)

- Conducted needs assessment and usability evaluation for OSCR website
- Conducted interviews, comparative evaluation, survey, heuristic evaluation, and usability test
- Reported key findings and recommendations

### User Experience (UX) Consultant, Ann Arbor, MI

Sep. 2019 – Dec. 2019

#### University of Michigan College of LSA, Undergraduate Education Division

- Conducted interviews with key stakeholders for the College of LSA & Henry Ford College (HFC) Transfer Bridge Program website
- Collected and analyzed qualitative data based on the interviews with stakeholders
- Built an affinity wall to visualize the qualitative data
- Reported key findings and recommendation