

Eungyu Park

Web Developer & UX Designer

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PORTFOLIO

<https://eungyupark.com>

Projects

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

USER EXPERIENCE

UX Design

Low-fi Prototype
Hi-fi Prototype
Interaction design
Wireframing Visual
Workflow
Story Mapping
Personas

Design tools

Sketch / InVision / Zeplin /
Balsamiq

DIGITAL MARKETING

Web Analytics

Adobe DTM / Adobe Launch /
Adobe Analytics / Google
Analytics

Digital Marketing

Google Ads Search

CERTIFICATE

W3C

HTML5 and CSS
Fundamentals / CSS Basics /
JavaScript Introduction

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

EDUCATION

University of Michigan, Ann Arbor, MI

(Expected) May 2021

Master of Science in Information, Specialization in User Experience (UX) Design and Human Computer Interaction (HCI)

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, HTML5, CSS, JavaScript, SQL, C#

Others

Flask, Web API, JSON, jQuery, Git & GitHub, OAuth, Beautiful Soup

EXPERIENCE

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

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 (such as e.g. DoubleClick, Facebook Pixel) on DTM
- Conducted Quality Assurance by using Chrome Dev Tools, Charles Web Debugging Proxy, and other web developer tools

Digital Marketing Specialist, Ann Arbor, MI

Jun. 2017 – Aug. 2017

DistinguishMe

- Created targeted landing pages for the company
- Determined company sales funnel

PROJECT

User Experience (UX) Consultant, Ann Arbor, MI

Jan. 2020 – Present

University of Michigan Office of Student Conflict Resolution (OSCR)

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

Interaction Design

Sep. 2019 – Dec. 2019

Course Project: SI 539 Interaction Design Course

- Created workflow, story mapping, and personas
- Conducted QOC (Questions, Options, and Criteria), a design space analysis
- Built a web prototyping using Sketch and InVision

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