Eungyu Park

UX Designer & Web Developer

Email: eungyup@umich.edu
Phone: 248-773-6041

PORTFOLIO
https://eungyupark.com

Projects

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

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

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

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

Digital Marketing
Google Ads Search

TOOLKIT
Design tools
Sketch / InVision / Balsamiq

Programing tools
GitHub / VS Code / Netlify

Project Tracking Software
JIRA

EDUCATION

University of Michigan, Ann Arbor, MI   (expected) May 2021
Master of Science in Information, Specialization in UX Design & HCI
Cumulative GPA: 4.0 out of 4.0

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

Web Developer & Digital Marketer, Southfield, MI   Apr. 2019 – Present
Thomas Park MD & Associates
- Create, maintain and update a static website and a landing page
- 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 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

CERTIFICATE

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

Google
Google Ads Search Certification / Google Analytics

LANGUAGE SKILLS

English, Korean (First Language), and Japanese
Certificate: Japanese-Language Proficiency Test (JLPT), N1   Dec. 2016
**N1 level is the most difficult level of JLPT
**** Score: 180/180**