

# Eungyu Park

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

## LINKS

### Portfolio

eungyupark.com

### LinkedIn

linkedin.com/in/eungyu-park

### GitHub

github.com/eungyup

## SKILLS

### UX

Responsive Prototype |  
Interaction Design | Usability  
Test | Heuristic Evaluation |  
Workflow | Personas

### Web Analytics

Adobe Analytics | Google  
Analytics | Adobe DTM | Adobe  
Launch

### Programming

JavaScript | Python | HTML |  
CSS | SQL | C# | Java

### Frameworks

Vue.js | React Native | Expo |  
Django | Flask | SASS (SCSS) |  
Less | Bootstrap

## TOOLS

### UX

Adobe XD | Sketch | InVision |  
Zeplin | Qualtrics

### Development

GitHub | BitBucket | VS Code |  
Google Firebase | Postman

## CERTIFICATES

### Google

Google Analytics | Google Ads  
Search Certification

### Adobe Experience Cloud

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

## EDUCATION

**University of Michigan**, Ann Arbor, MI

(Expected) Apr 2021

*Master of Science in Information: Specialty 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: Specialty in Computer Information Systems*

**Cumulative GPA: 4.0 out of 4.0**

Honors: Summa Cum Laude

## EXPERIENCE

### User Experience (UX) Design Fellow

May 2020 – Present

*University of Michigan Center for Academic Innovation*

Ann Arbor, MI

- Design over six responsive wireframes for educational web applications using Adobe XD and Sketch
- Develop complex web applications using HTML, SCSS/Less (CSS), and Vue.js (JavaScript) that impact over 100,000 active users
- Develop Web Content Accessibility Guideline (WCAG) AA compliant web pages
- Conduct usability tests to check how users are interacting with new UI/UX
- Collaborate with diverse teams such as UX designers, UX researchers, software developers, project manager in order to gather project requirements align with business goals to meet a project deadline

### Web Developer & Digital Marketer (Freelance)

Apr 2019 – Present

*Thomas Park MD & Associates*

Southfield, MI

- Develop a clinical website using HTML, CSS, and JavaScript
- Implement a web form via Adobe Sign to help new patients complete their initial forms remotely, which improve their safety in the COVID-19 pandemic and get about 30 new additional patients every month
- Advertise the business on Google search that results getting about 20% more patients

### User Experience (UX) Consultant

Jan 2020 – Apr 2020

*University of Michigan Office of Student Conflict Resolution*

Ann Arbor, MI

- Conducted needs assessment and usability evaluation for OSCR website
- Conducted comparative evaluation, six interviews, survey using Qualtrics, heuristic evaluation, and five usability tests
- Reported key findings and recommendations to the client that resulted in OSCR website improvement that impacted over 48,000 university users

### User Experience (UX) Consultant

Sep 2019 – Dec 2019

*University of Michigan College of LSA*

Ann Arbor, MI

- Conducted seven 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 to the client that resulted in the improvement of the Transfer Bridge Program website that impacted more than 13,000 HFC students

### Junior Implementation Analyst

Nov 2017 – Apr 2019

*Global Team Blue (GTB)*

Dearborn, MI

- Developed a web & mobile metric tagging plan for Ford Motor Company and implemented it on Adobe Dynamic Tag Management (DTM) and Adobe Launch
- Implemented additional third parties tags like Facebook Pixel and customized JavaScript on Adobe DTM
- Debugged and fixed the technical issues by using Chrome dev tools and Charles web debugging proxy
- Validated whether the tagging variables fired correctly on Adobe Analytics and Adobe Mobile Analytics