

# Eungyu Park

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## LINKS

### Portfolio

eungyupark.com

### LinkedIn

linkedin.com/in/eungyu-park

## SKILLS

### UX

Responsive Prototype |  
Interaction Design | User  
Flow | Usability  
Test | Heuristic Evaluation |  
Personas

### Web Analytics

Adobe Analytics | Google  
Analytics | Adobe DTM |  
Adobe Launch

### Programming

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

## TOOLS

### UX

Adobe XD | Adobe Creative  
Cloud | Sketch | InVision  
| Zeplin | Qualtrics

## 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*

**Cumulative GPA: 4.0 out of 4.0**

## EXPERIENCE

### User Experience (UX) Design Fellow

May 2020 – Present

*University of Michigan Center for Academic Innovation* Ann Arbor, MI

- Design responsive prototypes for educational web applications using Adobe XD and Sketch
- Optimize user experience by following ten usability heuristic principles and complying with Web Content Accessibility Guideline (WCAG) AA standard
- Develop complex web applications using HTML, SCSS/Less (CSS), and Vue.js (JavaScript) that impact over 100,000 active users
- Conduct usability tests to check how users are interacting with new UI/UX
- Lead two user experience design projects and align cross-functional teams such as UX, software development, marketing & communications, and project manager on user-centered design processes

### 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 in 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

### Junior Implementation Analyst

Nov 2017 – Apr 2019

*Global Team Blue (GTB)*

Dearborn, MI

- Worked on adobe analytics implementation for Ford Motor Company by creating an analytics strategy plan 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
- Tested whether the tagging variables fired correctly on Adobe Analytics