

SHINWOO (EDWARD) SOHN

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EDUCATION

Hack Reactor — <i>Software Engineering Immersive Graduate</i>	May 2023
General Assembly — <i>User Experience Design Immersive Graduate</i>	Dec 2019
Boston University — <i>Bachelor of Fine Arts in Graphic Design</i>	May 2019

EXPERIENCE

Sharp Performance — <i>UX Designer</i>	Dec 2023 – Present
<ul style="list-style-type: none">• Spearheaded the redesign of the company's website, implementing visual improvements and user-friendly functionalities, leading to an increase in product engagement and company following.• Crafted compelling marketing collateral tailored to engage potential investors, effectively communicating the brand's value proposition and driving investor interest and involvement.• Led the comprehensive redesign of the mobile application, focusing on visual enhancements and user experience optimization, resulting in a more intuitive interface and increased user satisfaction.	
adCREASIANS — <i>Graphic Designer</i>	Nov 2022 – Nov 2023
<ul style="list-style-type: none">• Leveraged Photoshop and InDesign to produce commercial digital content such as resource flyers, billboard advertisements, and business cards, contributing to a 15% increase in brand recognition.• Revamped and updated design schemes to align with web accessibility standards, improving user experience and brand consistency across all platforms by 20%	
Brightfind — <i>UX Designer</i>	Jul 2021 – Sep 2021
<ul style="list-style-type: none">• Developed conceptual collateral like moodboards and stylescapes for client review• Crafted eCommerce-optimized wireframes and a prototype in accordance with brand guidelines and UX research studies• Generated custom complex mobile-first eCommerce website layouts and content tailored for clients, managing client expectations and contributing to a 20% rise in sales through improved online user experience.	
SAVV Automotive — <i>Graphic Designer</i>	Jan 2020 – Jun 2021
<ul style="list-style-type: none">• Developed an eCommerce website using Shopify, providing design solutions to increase web traffic• Undertook product photography for use in marketing materials, online platforms, and on the website, contributing to a 20% boost in product visibility and sales.• Crafted diverse marketing collateral and professional visual presentations using design software such as Adobe CC.	
Gladeo — <i>UX Designer</i>	Oct 2019 – Dec 2019
<ul style="list-style-type: none">• Conducted user research via interviews, contextual inquiries, and surveys, driving data-driven decision making.• Extracted key insights from user research and data analysis, culminating in a user-centric solution that increased user satisfaction• Designed user-friendly wireframes for usability testing, resulting in a high-fidelity prototype, which improved overall product usability by 30%	

TECHNICAL SKILLS

UI Design Tools — Figma, Sketch, Photoshop, Illustrator, InDesign, Webflow, Squarespace, Shopify
Front End — Javascript, Typescript, HTML/CSS, React, Tailwind CSS, Bootstrap