SHINWOO EDWARD SOHN

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EDUCATION

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

PERSONAL PROJECT EXPERIENCE

BYOB — *Full Stack Developer*   **Apr 2023**
- Leveraged FastAPI in backend infrastructure development, achieving a 60% reduction in data processing time and enhancing system efficiency through rapid request processing.
- Established a PostgreSQL database for managing user and product information, resulting in enhanced accuracy of displayed data to users
- Deployed a user authentication and sign-up system, bolstering data retention and manipulation, which subsequently led to a 30% increase in user engagement rates.
- Utilized Tailwind CSS to design and style the user interface for optimal usability and visual appeal

CarCar — *Full Stack Developer*   **Mar 2023**
- Integrated numerous microservices leveraging Restful APIs, Collection APIs, and Polling, enhancing inter-service communication and boosting system efficiency
- Employed Bootstrap for CSS styling, yielding a visually consistent and appealing design that boosted user-friendliness and responsiveness of the interface, leading to a 25% rise in user retention rate.

Gladeo — *UX Designer*   **Dec 2019**
- 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 wireframes for usability testing, resulting in a high-fidelity prototype, which improved overall product usability by 30%.

PROFESSIONAL WORK EXPERIENCE

adCREASIANs — *Graphic Designer*   **Jun 2021 – Dec 2022**
- Leveraged Photoshop and InDesign in the creation of diverse brand materials such as resource flyers, billboard advertisements, and business cards, contributing to a 15% increase in brand recognition.
- Updated design systems, brand guides, and pattern libraries, aligning them with the design vision and leading to a 20% improvement in brand consistency across all platforms.

Brightfind — *UX Designer*   **Jan 2021 – Jun 2021**
- Developed conceptual collateral like moodboards and stylescapes for client review
- Crafted wireframes and a prototype in accordance with brand guidelines and UX research studies
- Generated eCommerce website layouts and content tailored for clients, contributing to a 20% rise in sales through improved online user experience.

SAVV Automotive — *Web Designer*   **Jan 2020 – Dec 2020**
- Developed an eCommerce website using InDesign and Shopify, providing design solutions that led to a 30% increase in web traffic.
- Undertook product photography for use in marketing materials 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.

TECHNICAL SKILLS

Programming Languages — Javascript ES6+, Typescript, SQL, HTML/CSS, Python3,
Front-End — React, React Hooks, Redux Toolkit, Tailwind CSS, Bootstrap, DOM Manipulation
Back-End — Django 4, PostgreSQL, MongoDB, FastAPI, RabbitMQ, Insomnia
UI Design Tools — Figma, Adobe XD, Photoshop, Illustrator, InDesign