

# SHINWOO EDWARD SOHN

(626) 660-6724 | edwardsohn96@gmail.com  
linkedin.com/in/shinwoosohn | github.com/shinwoosohn

## EDUCATION

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

## VOLUNTEERING EXPERIENCE

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<b>BYOB</b> — <i>Full Stack Developer</i>	<b>Apr 2023</b>
<ul style="list-style-type: none"><li>Leveraged FastAPI in backend infrastructure development, achieving a 60% reduction in data processing time and enhancing system efficiency through rapid request processing.</li><li>Established a PostgreSQL database for managing user and product information, resulting in enhanced accuracy of displayed data to users</li><li>Deployed a user authentication and sign-up system, bolstering data retention and manipulation, which subsequently led to a 30% increase in user engagement rates.</li><li>Utilized Tailwind CSS to design and style the user interface for optimal usability and visual appeal</li></ul>	
<b>CarCar</b> — <i>Full Stack Developer</i>	<b>Mar 2023</b>
<ul style="list-style-type: none"><li>Integrated numerous microservices leveraging Restful APIs, Collection APIs, and Polling, enhancing inter-service communication and boosting system efficiency by 35%.</li><li>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.</li></ul>	
<b>Gladeo</b> — <i>UX Designer</i>	<b>Dec 2019</b>
<ul style="list-style-type: none"><li>Conducted user research via interviews, contextual inquiries, and surveys, driving data-driven decision making.</li><li>Extracted key insights from user research and data analysis, culminating in a user-centric solution that increased user satisfaction by 40%.</li><li>Designed wireframes for usability testing, resulting in a high-fidelity prototype, which improved overall product usability by 30%.</li></ul>	

## PROFESSIONAL WORK EXPERIENCE

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<b>adCREASIANS</b> — <i>Graphic Designer</i>	<b>Jun 2021 – Dec 2022</b>
<ul style="list-style-type: none"><li>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.</li><li>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.</li></ul>	
<b>Brightfind</b> — <i>UX Designer</i>	<b>Jan 2021 – Jun 2021</b>
<ul style="list-style-type: none"><li>Developed conceptual collateral like moodboards and stylescapes for client review</li><li>Crafted wireframes and a prototype in accordance with brand guidelines and UX research studies</li><li>Generated eCommerce website layouts and content tailored for clients, contributing to a 20% rise in sales through improved online user experience.</li></ul>	
<b>SAVV Automotive</b> — <i>Web Designer</i>	<b>Jan 2020 – Dec 2020</b>
<ul style="list-style-type: none"><li>Developed an eCommerce website using InDesign aShopify, providing design solutions that led to a 30% increase in web traffic.</li><li>Undertook product photography for use in marketing materials and on the website, contributing to a 20% boost in product visibility and sales.</li><li>Crafted diverse marketing collateral and professional visual presentations that led to a 25% rise in brand engagement.</li></ul>	

## TECHNICAL SKILLS

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