

# SIHYEON PARK

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Seeking a challenging role as Product Designer, leveraging experiences in user data analysis, market research, and international business for the brand and company's success. Possess strong skills in user research and data analysis, as well as storytelling insights. Skilled at data-driven service improvement plan. Uncover value with high powers of observation.

## EDUCATION

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**Dongguk University** | *Bachelor of Arts in Political and Diplomacy* Seoul, Korea | 03.2016 - 08.2022

- ⌚ Evaluated as "A student who has a growth mindset and new perspective on problem-solving." Trained how to understand, organize new information found in papers and press releases, and how to persuade the other side. Practiced discovering insights and storytelling.
- ⌚ Studied data driven decision making to create persuasive data storytelling. Learned basic statistical knowledge and conducted a data analysis project using Python and SPSS. Completed a market research on online grocery platform in the Global Market Research Methodology Class.

**Bifrost University** | *Exchange Student in Economics* Bifrost, Iceland | 12.2017 - 05.2018

- ⌚ Impressed by Iceland's industry, motivated to learn global business so that, after returning to Korea, took International Economic Law class which enables trade and investment between different countries. Later, Served as secretary at meetings between buyers and exporters in the 2022 World Korean Business Convention.

## PROFESSIONAL EXPERIENCE

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**Hankook Research** | *Research Assistant under Public Opinion Polling unit* Seoul, Korea | 01.2022 - 06.2022

- ⌚ Utilizing my knowledge in market research methodology and data analysis, joined a survey-based data collection and processing company. Learned powerful know-how from team members with +20 years of research experience. An example is making a data cleaning list.
- ⌚ Assisted +11 projects including the Korean Educational Longitudinal Survey for 6 months. Performed variable research processes such as survey design, competitive bidding, survey management, raw data cleaning and data visualization. In particular, communicated daily with panels through recruiting, reinterview and Kakao Channel.
- ⌚ Made big effort to carefully understand the questionnaire and raw data in advance to express my opinion at meetings for setting data cleaning standards or conducting panel events. However, the company itself was unable to apply the insights obtained from analyzing data to services or marketing.

**ETRI** | *Research Trainee under Language Intelligence Research Group* Deajeon, Korea | 06.2018 - 08.2018

- ⌚ Participated in the development of AI, Exobrain, utilizing my expertise in Korean grammar. Inspired by a team who had been developing new technology for years, generated, collected, and refined a minimum of 400 sentences of data per day for eight hours.

## EXTRACURRICULAR ACTIVITY

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- ⌚ Launched a brand 'Cooing Company' as a six-months project. Performed tasks such as building the brand concept, selecting products, designing images, and creating excel accounting table. Recognized that understanding of user experience is important in order to provide the brand value.
- ⌚ To extend the research experience to user-centric service design, learned additional field such as User Research, HCI etc. Completed a service improvement plan for music streaming service FLO based on these skills as a personal project.