Sooyeon (Sue) Park

syn7515.github.io/#/ ↗   LinkedIn ↗   sooyeon7515@gmail.com   +1 734 834 7894

Education

University of Michigan
Ann Arbor, Michigan │ Aug 2022 - Apr 2024

Masters of Science in Information (Human-Computer Interaction and UX Design)   GPA: 3.96/4.0

Korea Advanced Institute of Science and Technology (KAIST)
Daejeon, South Korea │ Feb 2017 - Feb 2022

Bachelor of Science in Industrial Design   GPA: 3.80/4.3   Cum Laude
Thesis: Exploring Creative Facility of Voice Conversational Agent Response in Task-Oriented Dialogue

Work Experience

UX Design Intern, athenahealth
Watertown, Massachusetts │ Jun 2023 - Aug 2023

– Designed key features for corporate billing to improve clients' revenue cycle management (RCM)
– Ideated, designed, prototyped and validated the corporate billing portal to streamline the payment and medical billing dispute process

UX Design & Research Intern, Ringle
Seoul, South Korea │ Apr 2022 - Jul 2022

– Planned and introduced a foundational qualitative user research structure for understanding the customer base and their current painpoints on Ringle product
– Consolidated qualitative data from 15 in-depth interviews with quantitative data working with 2 data scientists, to analyze customer behavior patterns through implementation of thematic analysis
– Built customer journey maps based on behavior patterns found from interviewing 15 customers which led to establishing UX design strategy and new marketing campaign

UX Designer, NHIS - KAIST UX Design Research Center
Daejeon, South Korea │ Mar 2020 - Jun 2020

– Designed value-oriented robo-advisor service collaborating with product designers and investment portfolio managers from NH Investment & Security (NHIS)
– Devised system that collects personal values and translates them into personalized investment service
– Won three international design awards and established subsequent ESG investment product ideas for NHIS

Product Designer, Pavilion Corporation
Seoul, South Korea │ Dec 2019 - Mar 2020

– As a solo designer in a startup, designed Minimum Viable Product (MVP) for artificial intelligence vocal analysis software, collaborating with software engineers
– Recruited vocal coaches and conducted competitive research, user research, and online beta tests with them.

Award & Recognition

Red Dot Award 2021
Germany │ Aug 2021

Winner in Communication Design, App ↗

iF Design Award 2021
Germany │ Apr 2021

Gold Award in Service Design ↗
Winner in UI Design ↗

Skills & Tools

UX/UI Design · Sketching · Storyboarding · Wireframing · Journey Mapping · Prototyping · User Research · Semi-structured Interview · Affinity Diagraming · Thematic Analysis · Usability Testing
Figma · Sketch · XD · Photoshop · Illustrator · InDesign · Premiere Pro · After Effects · Fusion360 · Keyshot · Python · Javascript · React.js · HTML · CSS · Git