

Education

Orange Coast College

UX Design Major
AUG 2024-Present

Kyungpook National University

Bachelor of Business Administration
FEB 2023

Skills & Tools

UX Methods

User Research
User Testing
A / B Testing
UX / UI Design
Wireframing
Prototyping
Heuristic Evaluation
Competitive Analysis
User Story Mapping
Affinity Maps
Information Architecture

Graphic Tools

Figma
Adobe Photoshop
Adobe Illustrator
Adobe AfterEffects
Adobe Premiere Pro
Adobe Firefly
Adobe Express

Certificate

Google

UX Design Professional Certificate
JAN 2025

Projects

TKTC
Website Redesign

Role: UX/UI Design
Irvine, CA
Oct 2025 - Nov 2025

- Redesigned a children’s theatre website and logo to enhance user engagement and communicate the brand’s value more clearly.
- Conducted heuristic evaluation, competitor research, and UI analysis to identify key usability issues.
- Led a five-member team in developing both light and dark mode versions with playful visuals and intuitive navigation tailored for parents and children.

YouTube Shorts
UX Redesign

Role: UX Research & Design
Irvine, CA
Sep 2025 - Oct 2025

- Collaborated with a team to redesign the YouTube Shorts UX, shifting users from passive consumption to active discovery through personalized content experiences.
- Developed a UX research plan defining the project scope, design opportunities, and user goals, and designed screener surveys and interview protocols to validate insights.
- Created interactive prototypes that visualize userdriven exploration and content discovery flows.

Book Cover Design &
Exhibition

Role: Visual Design
Costa Mesa, CA
Dec 2024 - Oct 2025

- Designed a book cover inspired by my self-written book, along with a book trailer video that visually captured its narrative.
- Exhibited the work at the *Pixel to Paper show* at Yoshida Gallery (Sep 25 – Oct 17, 2025).
- Participated in the full exhibition process, contributing to the overall visual direction and presentation design.

Experiences

elago
Digital Marketing Intern

Carlsbad, CA
Feb 2023 - Feb 2024

- Analyzed user behavior data and conducted comparative A/B tests across Amazon and Walmart platforms to identify engagement patterns and optimize performance.
- Planned product detail pages from a user journey perspective based on data insights and collaborated with the creative team on visual execution.
- Achieved record Q4 sales with 35% year-over-year growth on Walmart through data-driven campaign optimization.