

## 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.