

Ella Han

Huntington Beach, CA | ellahan2332@gmail.com | LinkedIn | UX Portfolio

SUMMARY

UX design student with hands-on experience in user research, information architecture, and prototyping across academic and independent projects. Skilled at translating research insights into user flows, wireframes, and prototypes in Figma while collaborating with cross-functional teams to deliver UX design solutions.

SKILLS

UX Design: User Research, Information Architecture, User Flows, Wireframes, Mockups, Prototypes, Design Thinking

Research Methods: Research Planning, Screener Surveys, User Interviews, Usability Testing, Qualitative Research, Insight Synthesis

Design Tools: Figma, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects

Collaboration & Workflow: Cross-Functional Collaboration, Presentation Development, Organized File Management

EXPERIENCE

Digital Marketing Intern | Elago

Feb 2023 – Feb 2024

- Collaborated with cross-functional teams including designers and product stakeholders to define product page layouts and visual asset direction, ensuring clear information hierarchy and consistent brand experience across web platforms.
- Led internal presentations analyzing sales performance and customer feedback, communicating actionable insights and measurable impact to stakeholders.
- Iterated on product page layouts and visual assets through multiple feedback cycles, contributing to a 35% year-over-year increase in sales.

PROJECTS

YouTube Shorts Discovery Redesign | UX Research & UX Design

- Collaborated with team members to define research goals and problem statements, developing research briefs and designing screener surveys to guide the UX research process.
- Synthesized insights from team research discussions and survey findings to identify key user needs and opportunities to improve content discoverability and information architecture.
- Translated research insights into user flows, wireframes, and mid-fidelity prototypes in Figma to improve content discovery and enable users to actively explore content aligned with their interests.

U Welcome (Cultural Transition App) | End-to-End UX Design

- Defined user needs and problem statements using user-centered design methods including empathy maps, personas, and user journey maps to identify key challenges in cultural transition experiences.
- Conducted user interviews and synthesized research insights to uncover unmet information needs and refine product direction for a mobile app concept.
- Translated research insights into user flows, wireframes, and iterative low-fidelity prototypes in Figma, refining design concepts through usability feedback.

TKTC Children's Theater Website Redesign | UX Design & Information Architecture

- Evaluated existing website navigation and content structure to identify usability issues, information hierarchy gaps, and opportunities to improve content clarity.
- Redesigned site architecture and page-level content organization to create clearer navigation and more intuitive user flows across key pages.

EDUCATION

Associate Degree in UX Design | Orange Coast College

Aug 2024 - Expected Dec 2026

Bachelor of Business Administration | Kyungpook National University

Mar 2018 - Feb 2023