

## UX EXPERIENCE

### UX Design Lead | The Bond and Bridge Remote | Oct 25 2023 - Nov 10 2023

Led strategic redesign of website and rebranding of logo and color schemes by conducting design meeting with stakeholders. Created comprehensive Design System of 90+ elements and build component library that aligns with brand guide.

### User Research Lead | HomeNow Remote | October 2023

Led user-centered research of ethnographic studies, business model canvas, comparative and competitive analysis, and A/B testing, including 20 interviews, 50 surveys, 5 usability testing. Synthesized and implemented research insights to drive actionable strategies to create a web application with providing problem resolutions.

### UX Designer | Distinctive Gem Remote | September 2023

Redesigned a website by leveraging comprehensive user research including heuristic evaluations, competitive analysis, 10 user interviews, 5 usability testing. Developed clear information architecture for intuitive navigation. Created wireframes and prototypes on Figma for effective testing. Designed visually cohesive mockups aligned with brand identity.

### UX Designer Fellow | General Assembly Remote | Aug 2023 - Nov 2023

Full-time immersive program in UX/UI design consisting of 500+ hours of project work, professional training, and mentorship. Executed end-to-end UX/UI design processes for 4 projects.

## OTHER EXPERIENCE

### Fine Jewelry&Watch Specialist | The RealReal New York | Jan 2018 - Jan 2021

Authenticated 40 products per day collaborating with gemologists. Researched competitive market price and released new products on the B2C e-commerce website.

### Project Manager | Elite Group Inc. New York | Jul 2015 - Dec 2017

Led launching project for Nicole Miller Jewelry collection. Collaborated with cross-functional teams to execute the goal from concept strategy to production. Highly focused on market research and consumer behavior insights to provide newly updated concepts and styles in the market.

### Assistant Manager | Lee Mode International Inc.

New York Metropolitan Area | Jun 2007 - Jun 2015


Promoted consistently from a Designer and Senior Designer to then become the Assistant Manager. Recognized for ability to create comprehensive strategies, roadmaps, and workflows that benefited the entire team.


- Led cross-functional teams and mentored designers to drive product innovation and revenue growth. Conducted market research and developed design strategies to meet client needs, overseeing global sourcing and production processes.

## CONTACT

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## SKILLS

### Design:

Rapid Prototyping, Wireframing, Design System, Interaction Design, Data Visualization

### Research:

Persona development, Journey Mapping, C&C Analysis, Information Architecture, User testing

### Tools:

Figma, Miro, Balsamiq, Adobe Creative Suite, Canva, Maze

### Others:

Collaborative Leadership, Creative Strategy, Problem-Solving, Interpersonal Communication

## EDUCATION

### User Experience Design Certificate

General Assembly, New York, NY

### Graduate Diamonds Certificate

GIA, New York, NY

### BA Fashion Design and Marketing

### BS Business Administration

Seoul Women's University, S. Korea

## PROFILE

### A human-centered UX Designer

seasoned with cross-functional leadership experience and multidisciplinary expertise in research, design, and product strategy for fast-paced environments. Leveraging a background of **team-oriented strategy and workflows, and strong communication skills** to achieve high user engagement and align with business goals.