



After 10 years of experience in creative roles, spanning industries from fashion to real estate, I learned that smart design requires a holistic approach that is most importantly people-first. The core of my design process is to operate cross-functionally and collaboratively, encouraging others to work together.

## Recent UX Design Projects

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### Harmony App

An app I designed from end-to-end to help those who share a living space with others have positive, productive conversations

- Interviewed 5 people who shared a space with others in the past 5 years using Lyssna for screening, scheduling and transcripts
- Created branding & UI Components with Figma and Adobe Illustrator and prototyped with Figma
- Final product testing using Maze.co: avg. time on tasks was 1 minute, 30 seconds with a 100% task completion rate

### Philadelphia Museum of Art App, My Collections feature

A feature I proposed for the app to help users search the Museum's collection and save & organize art pieces

- Interviewed 5 people: all with an art background, 1 homeschool teacher, and 2 who visited the Philadelphia Museum of Art
- Created and prototyped with Figma
- Final product testing using Maze.co: avg. time on tasks was less than 1 minute with a 100% task completion rate

## Experience

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*July 2022–September 2023*

### Marketing Manager, Marketing Designer

Juliette Hohnen & Associates, Douglas Elliman, Luxury Real Estate

- Increased social media following by 9%, account reached by 100% and engagement by 261% since start date (IG, TikTok, YouTube, Facebook and podcast)
- Jumpstarted re-branding, including brand identity, printed renovation projects booklet, and all other branding on marketing materials: postcards, email blasts & newsletters, client gifts, brochures, flyers (Adobe Suite, Canva, MailChimp)
- Grew traffic acquisition and engagement for website by 11,471% by improving SEO and website linking (Wordpress)

*February 2021–June 2022*

### Field Marketing Manager (Nov 2021), Assistant Marketing Manager (Mar 2021), Lead Generation Specialist (Feb 2021)

Tripalink, Real Estate Start-Up

- Directed tenant events as well as acquired sponsored events from local universities (2,500+ attendees) and local businesses
- Created and directed email newsletter campaigns, reaching a total of 10,000+ subscribers on MailChimp
- Branded, designed and produced all property branding, including printed banners, interior staging, and social media assets
- As a Lead Generation Specialist, I was the highest quality performer on my team (converted the most leads into sales)

*November 2020–January 2021*

### Graphic Design Intern

KR8 Agency, Fashion Marketing

- Designed and copywrote clients' (designer labels & luxury jewelry) social media content and advertising, email newsletters and media assets using the Adobe Suite and Canva
- Created in-house email newsletters & campaigns, social media assets and printed media using the Adobe Suite and Canva

## Education

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*January–June 2024*

### DesignLab, UX Design Bootcamp

Certificate in Product Design

*2015–2019*

### Washington University in St. Louis, Sam Fox School of Design & Visual Arts

BFA in Graphic Design, Kemper Scholarship recipient

Minor: American Anthropology

- Creative Director of COLOUR, the campus' very first artists of color editorial
- Vice President of Korean Students Association
- Work-study: Performance Arts Costume Department, 2015-2019