

Jiyun Park

[LinkedIn](#) | 604-773-2776 | bakjiyundesign@gmail.com | jiyunpark.com

Product designer | Deloitte

I'm a product designer with over 3+ years of experience specializing in human-centered design. With a focus on creating intuitive user-focused solutions, scaling design systems and leading end-to-end design processes. My work ensures that every product not only looks great but delivers a seamless, meaningful experience for its users. Through a deep understanding of both design and functionality, I transform complex problems into accessible, impactful solutions.

WORK EXPERIENCE

Deloitte

Trade In - Product Design

Vancouver, BC

April 2024 - Present

- Led all research and design streams for the mobile app and web platform
- Led the creation and delivery of all design handover documentation, including prototypes and high-fidelity designs for mobile app and web interfaces, ensuring cross-platform consistency
- Developed and maintained a scalable design system to ensure consistency and streamline future design processes across mobile and web platforms

Deloitte

Saskatchewan Health Authority - Product Design

Vancouver, BC

March 2023 - March 2024

- Revamped scheduler app tailored for nurses achieved **94% success rate** among **1240 TUT (Targeted user testing)**, tested in **13 locations** and **30 departments in Saskatchewan**
- Task-based usability surpassed goal of 78%, with **94% independent task completion**
- **Promoter score reached 48**, surpassing industry benchmarks
- **Overall system usability scored 69.4**, exceeding industry standard of 68
- These results won waves 2, 3, and 4 phases of work
- Led a **scalable design system**, collaborating with **4 designers and 8 developers** to ensure smooth implementation and functionality

Deloitte

Loblaw RMP Campaign Manager - Product Design

Vancouver, BC

November 2021 – June 2022

- **Led design streams** to re-conceptualize and redesign the product's look and feel, collaborating with stakeholders to align the visuals with brand identity
- **Redesigned an MVP** from a previous firm, improving the UI and functionality to better align with user needs and business goals
- Updated and added new components to an existing design library, ensuring a cohesive system for ongoing and future phases of work

LEADERSHIP EXPERIENCE

Deloitte

Organizing Figma Lessons

Vancouver, BC

April 2017 – Present

- Designed and led a mini-series on best practices for collaboration between developers and designers across various teams at Deloitte, promoting stronger cross-functional communication
- Strengthened partnerships between designers and developers, leading to more cohesive and efficient project workflows
- Improved transparency in the design-to-development handoff, minimizing rework and enhancing product quality

EDUCATION

Emily Carr University of Art & Design

Bachelor of Interaction Design

Vancouver, BC

TOOLS

Craft Skills: Figma | Adobe Illustrator | Adobe InDesign | Adobe Photoshop | Framer | Microsoft PowerPoint | Miro

Management Skills: Confluence | Jira | Storybook | Design Critiques | Client Design Reviews/Sign Off | Internal/External Design Workshops