

Jiae Oh

Empathetic problem solver with a keen eye for root causes.
Human-tech bridge making cutting-edge technology
accessible to everyone. Proactive, self-driven, warm-
hearted team player.

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PORTFOLIO LINK
www.jiae-oh.com

WORK EXPERIENCE

May 2023 | UX/UI designer (Web app)

Jul 2024 | Customconnect (Startup) / Seoul, Korea

- Identified misalignment between the existing design and target user needs through user research and A/B testing. Improved user flow, increasing session duration by 20% and sign-up conversion by 15%.
- Led end-to-end design as the sole web app UX/UI designer. As the project scaled, introduced and refined a design system to enhance efficiency and collaboration with a growing team.

Jun 2022 | Data visualization designer

Aug 2022 | Harim Holdings / Seoul, Korea

- Optimized data dashboards by prioritizing key distribution and experimental data, ensuring critical insights were instantly accessible while maintaining fast data processing speeds, reducing user information retrieval time by 30%.
- Conducted internal user research to identify slow processing points, implementing preloaded caching techniques to enhance workflow efficiency and keep data up to date.
- Refined dashboard filtering to regulate data access between the parent company and subsidiaries, maintaining security and user-specific visibility.

EDUCATION

B.A. in Communication Design — Konkuk University

March, 2011 ~ February, 2018 / Seoul, South Korea

Big Data Analysis&Visualization Course Using Python, R — ITWILL Academy

April, 2021 ~ August, 2021 / Seoul, South Korea

CERTIFICATION

Advanced Data

Analytics Semi

Professional (ADsP),

2021

TOOL

Design | Figma, Framer, Tableau, Photoshop, Illustrator, InDesign, After Effects

Programming | Python, Javascript, SQL, HTML & CSS