

Yongwoo David Park

UX / UI Designer

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DESIGN PROJECT

UX & Web Designer / 153 Box Trading Inc

JUNE 2019 - MAY 2020 (LOS ANGELES, CA)

- E-commerce specializes in health and beauty supplies.
- Develop and implement a brand identity, including logos, color palettes, and typography, maintaining consistency.
- Conceptualize wireframe and Information Architecture to align with client goals, enhancing clarity and usability of final design concepts.
- Conducted competitive analysis and designed data-driven infographics to improve user comprehension, increasing average session duration by 2 minutes.
- Successfully launched the website using Wix, contributing to a 90% growth in unique visitors.
- Provide a website maintenance service for 6 months.

WORK EXPERIENCE

Senior Designer / G&D World Inc

FEB 2016 - MAR 2025 (LOS ANGELES, CA)

- Manufacture promotional products to expand brand awareness to the public; some clients are Nongshim and Bank of Hope.
- Design photo-realistic digital mock-ups with clear structural specifications, reducing misinterpretation of a final product.
- Produce 300+ visually appealing marketing materials annually, such as brochures and flyers.
- Develop a blueprint of customized bags and cosmetic cases for factories overseas, minimizing requests for clarification, which may delay production by a week.
- Oversees the entire OEM procedure, generating more than 95% overall customer satisfaction with repetitive production within 6 - 12 months.
- Systemize compiled charts of clients' orders with factory and logistic information, reducing avoidable fees by 5% per order.
- Collaborate closely with the client's department to ensure designs are feasible and aligned with business goals.

EDUCATION

UCLA

B.S. Biochemistry, 2015

SKILLS

Illustration
Visual Design
Prototyping
User Research
Journey Mapping
Usability Testing
Branding
Heuristic Evaluation

TOOLS

Illustrator
Photoshop
Figma
Basic HTML/CSS
Microsoft Office