

# YEJI HWANG

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Certified UI/UX design specialist with a Bachelor's Degree in Media Interaction Design. Proficient in Figma, Photoshop, and Illustrator. Transitioned from graphic design to UI/UX, driven by a passion for understanding users. Skilled in creating practical and meaningful designs through empathy. Enjoys collaboration and adapts well to new environments. Committed to meeting user needs and eager for growth opportunities.

## EXPERIENCE

### **SOCIAL MEDIA MARKETER**, PETITE BOUTIQUE JEWELRY [MAY, 2021 - JULY, 2022]

- Managed Instagram feeds to enhance brand visibility and engagement, leading to a **15% increase in user engagement**.
- Captured and edited Jewelry photos for online presentation, focusing on user attraction and driving a **25% increase in sales**
- Designed Etsy banners to reflect brand identity and attract users
- Provided customer service on Amazon market to ensure a seamless user experience

### **GRAPHIC DESIGNER** TREND NOTES INC [NOV, 2020 – MAY, 2021]

- Assisted Photographer in capturing and editing fashion photos, ensuring visual appeal and user satisfaction
- Managed Instagram feeds to showcase photography portfolio, resulting in a **15% increase in user engagement**.  
Designed website layout to optimize user navigation, contributing to a **20% increase in sales**

### **GRAPHIC DESIGNER**, BOOMY LA [JULY, 2018 – SEP, 2020]

- Designed website banners to enhance user experience
- Managed Instagram feeds to maintain brand consistency and **increased engagement by 20%**
- Captured and edited fashion photos with a focus on user engagement, resulting in a **10% increase in sales**

### **GRAPHIC DESIGN INTERN**, PRIME APPAREL [JUNE, 2017 - JUNE, 2018]

- Designed website with user-centric interface to improve user interaction
- Captured and edited fashion photos to showcase product appeal
- Implemented UI/UX principles to enhance overall user experience on the website, resulting in a **13% increase in user engagement**.

## EDUCATION

### UX ACADEMY, DESIGNLAB

Successfully completed comprehensive training in UI/UX design at Designlab, a prominent online design education platform. Acquired proficiency in essential design tools such as Figma, Photoshop, and Illustrator. Applied learned concepts to practical design projects, gaining expertise in user research, prototyping, and usability testing.

### MEDIA INTERACTION DESIGN, DONGSEO UNIVERSITY

Graduated with a Bachelor's degree in Media Interaction Design from Dongseo University, Busan, South Korea. Specializing in Graphic Design and proficient in Adobe Photoshop, Illustrator, After Effects, and Premiere.

## SKILLS

- Figma
- Photoshop
- Illustrator
- Collaboration: Able to effectively communicate with cross-functional teams to deliver above standard project results.
- Growth mindset: Adaptable to new technologies and design trends to stay current in the field.
- Product management: Capable of simplifying complex/ambiguous problems into practical products that meet user needs.

## CERTIFICATES

- Certificate of Graphic Technology Qualification [GTQ]
- Certificate of Graduation from UX Academy at Designlab