

MJ Park

UX / Product Designer

Address: New York, NY 10044

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Experience

Associate Designer

September 2024 to Present

HF Design - New York, NY

- Created wireframes, high-fidelity mockups, and interactive prototypes for responsive websites and marketing materials across 20+ product collections, balancing client goals with user needs.
- Translated complex user flows and stakeholder requirements into intuitive interfaces, driving engagement to 85.4K MAU and improving user satisfaction scores by 25%.
- Collaborated with cross-functional teams including designers, product managers, and engineers to identify and address user pain points, resulting in a 30% reduction in user-reported issues.
- Led weekly design reviews and strategy sessions, consistently seeking and incorporating feedback to improve work and foster team collaboration.

Product Design Intern

June 2024 to September 2024

Format-3 - New York, NY

- Designed and prototyped 80+ wireframes for the Android and iOS DailyWire+ app and website, balancing form and function to increase subscription upgrade accessibility by 18%.
- Developed the election hub dashboard page for the DailyWire website, translating complex user flows into an intuitive interface that attracted 16M+ visitors and drove a 32% MAU increase.
- Collaborated with cross-functional teams including PMs, developers, and senior designers in weekly meetings, demonstrating adaptability and strategic thinking throughout the product lifecycle.

UX/UI Designer

September 2023 to December 2023

UNIQLO - New York, NY

- Led end-to-end design for the RE.UNIQLO X FIT Collection landing page, mapping user workflows and creating wireframes to optimize the customer journey, resulting in 10K daily visitors and a 25% increase in user engagement.
- Developed high-fidelity mockups and interactive prototypes using Figma, translating complex user flows into an intuitive interface that improved task completion rates by 20%.
- Created a comprehensive set of wireframes and user flow diagrams for the landing page, streamlining the experience process and increasing mobile conversions by 30%

Education

Completed coursework towards BFA : Advertising & Digital Design

Fashion Institute of Technology, SUNY

GPA: 3.91

Skills

Tools: Figma, Miro, After Effects, Adobe CC, Adobe XD, Sketch, InVision, Protopie, Webflow

Design: UX/UI Design, Visual Design, Prototypes, Wireframes, Mockups, Design System, User Research, Usability Test, Interface Design, Illustration

Soft Skills: Collaboration, Communication, Problem-Solving, Adaptability, Detail Oriented, Proactive