

JUNG IE HAN

Lead Digital Designer | Passionate about anything interactive

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PROFILE

For five years, Jung Ie Han has been doing creative storytelling and driving brand establishment. She has managed many interactive projects, from ideation and design to execution and user testing. Based on her intensive experience with various industries, she is a creative problem solver, market strategist, easy communicator and efficient organizer.

EXPERIENCE

D STUDIO 21 INC. (April 2012 - Present)

Lead Graphic Designer / Web Designer / Developer

- Established and expanded her design process through extensive research on clients' target audiences, markets and products. She built web projects that shape brand values and develop strong and cohesive messages by improving user experience.
- **e3savings.org** - Designed, prototyped and tested a new multi-language website to promote an institution by engaging graphics and targeted messages. "Thank you so much, you did such a great job and the feedback we are getting about your work is fantastic!"
- **perigeecivil.com** - Presented and featured their works in effective ways on digital platform. As a result, new clients increased twice, market recognition enhanced and the website visit boosted by **80%**.
- **corecommissions.com** - Consulted and organized their brand asset and reinvented their product website. As a result, the sales increased and inquiry contacts are growing rapidly.
- **portwaterfrontparks.com** - Enforced community value messages by developing a website representing all of the parks and trails in the Port of Camas and Washougal.
- **oregonprivatecolleges.com** - Improved attendance by **24%** through my work on the event's website, social media marketing, e-newsletter, postcard and table tent.
- **www.washougal.k12.wa.us** - Reorganized the school district's site structure based on Google analytics and interviews with my clients. She transferred the old static website to a responsive layout. To establish a multi-site for all of the district's school websites, she used a consistent layout, customizing for each school's needs. As a result, customers and visitors highly satisfied and website visits increased dramatically.

FINANCIAL BEGINNINGS (Jan. 2008 - Present)

Contract Graphic and Web Designer

- Built their brand values from the starting point and promoted their educational structure by redesigning their website and print materials.
- Annual report, educational handbook, event poster
- Website redesigning to highlight Financial Beginnings' expansion from an **Oregon-only organization to a Nationwide nonprofit**

INTERNATIONAL VACCINE INSTITUTE (Nov. 2013 - May 2014)

Contract Web Designer / Developer

- Established a campaign website to encourage people to support the IVI. For this project, she mainly focused on building a website that allowed for ease of navigation. Moreover, she constructed an accessible donation system.

PACIFIC NORTHWEST COLLEGE OF ART (Sept. 2008 - Aug. 2010)

Contract Graphic Designer

- Designed the annual student handbook containing calendar and school info within the PNCA brand guidelines. The most important consideration on this project was to develop a simple communication layout, as well as visual appeal.

SKILLS

User Experience Design

(Site maps, Flow Diagrams, Wire frame, Prototyping)

Project Management

(Slack, Dropbox, Box, Podio)

E-mail

(Mailchimp, Constant Contact)

Web Design

(CSS, HTML, Javascript, PHP, Dreamweaver, E-commerce)

CMS Tools

(Wordpress, Drupal, Squarespace, Shopify)

Branding/Print

(Adobe Creative Suites, Photo-editing, Illustration, Ideation)

Social Media Marketing, SEO

(Google Analytics, 404 Error fix, Keyword set-up)

Video

(Story Board, Final Cut Pro)

Animation

(Flash, Flash Actionscript)

Presentation

(Prezi, Keynote)

Documentation

(MS Word, Excel, PowerPoint)

EDUCATION

Pacific Northwest College of Art
BFA in Communication Design

UCI Extension in California
Internet Design Certificate with
emphasis on Web Design