

JUNG IE HAN

UX/UI Designer | Passionate about anything interactive

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PROFILE

For six years, Jung le 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)

Web Designer / UX Strategist

- 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.

- **portcw.com** - Enforced community value messages by developing a website representing all of services in the Port of Camas and Washougal. Increased the website visit by **85%** and received positive feedback from the committee - developed right formats and channels to engage with community members and visitors.
- **oaicu.org** - Built engagement for the organizational brand messages and promoted the Oregon Private Colleges week event which is improved attendance by **24%** through my work on the event's website, social media marketing, e-newsletter, postcard and table tent.
- **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.
- **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.

UNION WINE COMPANY (May 2017 - Present)

Contract Web Developer / Interaction Designer

- Developing web pages to establish market strategies and brand messages
- Tracking the analytics on product sales and marketing events

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**

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