

JUNG IE HAN

User Experience Designer / Passionate about anything interactive

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PROFILE

For seven 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

UMPQUA BANK (Feb. 2020 - Present)

Web Engagement(Optimization) Manager

- Synthesized stakeholder interviews, surveys and A/B testings to resolve the usability issues.
- Analyzed the content priorities based on Heat map and Google Analytics.
- User research and competitor studies to find the optimal solution for a new navigation.
- Created the Umpqua design system and web page template to improve brand consistency and maximize the business efficiency.
- Established the content system to create personalized user experience.
- Prioritized the development backlog to meet the business needs.
- Led new feature developments in agile environment and validated them for customer experience.

SUPPLY DESIGN (Sept. 2019 - Nov. 2019)

Contract UX/UI Designer

- Prepared stakeholder' interviews to identify the unified platform design.
- Synthesized interview findings and conducted a workshop for stakeholders.
- Created UX and UI design options for the platform.
- Presented the user Journey based on analysis from interviews and workshop.

D STUDIO 21 INC. (April 2012 - Jan. 2020)

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.
- **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%**.

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 - Oct. 2018)

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.

SKILLS

Information Architecture

(Audit the sites/apps, Restructuring content system, SEO Analytics)

User Experience Design

(Site maps, Flow Diagrams, Wire frame, Prototyping, Sketch, Invision, Zeplin, XD)

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, Episerver)

Branding/Print

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

Social Media Marketing, SEO

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

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

Yonsei University
BA in Political Science