

UX DESIGNER / ILLUSTRATOR

APRIL PARK

650.274.3902
junyoungpark415@gmail.com
www.aprildesign.work

EXPERIENCE

RangeMe | Product Designer | Remote

JUL 2021 - PRESENT

- Achieved 3x increase in touchless upgrades by restructuring subscription tiers
- Enabled self-managed retail sourcing, generating an additional $375k in revenue
- Launched premium plans in the UK, boosting revenue by $822k
- Elevated supplier/buyer experience using data-driven user research and design
- Conducted user interviews and usability tests to empathize and learn pain points
- Collaborated cross-functionally with PMs, engineers, business, and marketing stakeholders to collect feedback

DES Architects + Engineers | Visual Designer | Redwood City, CA

APR 2020 - JUL 2021

- Developed responsive and interactive websites using Figma and Webflow for architectural projects
- Revamped DES website using Webflow to increase traffic

LTS Security Inc. | Graphic Designer | Newark, CA

MAR 2019 - APR 2020

- Produced promotional fliers and marketing collaterals with design sensitivities
- Updated the company's website and landing pages through Magento / FileZilla
- Worked with designers, PMs, and engineers to ensure integrated visual identity

Paper Culture | Seasonal Production Artist | Millbrae, CA

OCT 2018 - DEC 2018

- Optimized resolution, color, and brightness of photos for the best printing quality
- Amended typography and graphics within product templates and guidelines

Besfren | Graphic Designer | Flushing, NY

SEP 2016 - JAN 2018

- Led concept art design as well as moving forward with elevated branding
- Generated marketing email designs to increase traffic to the e-commerce store
- Designed marketing assets including web banners, posters, and illustrations

JSY Marketing | Graphic Design Intern | San Francisco, CA

MAY 2015 - AUG 2015

- Produced branding and preliminary design for start-ups and promotional events to create marketing assets like newsletters, social media ads, and posters

EnoB Inc. | Graphic Design Intern | New York, NY

OCT 2014 - FEB 2015

- Designed monthly magazines and social media graphics by generating design elements and retouching photos

EDUCATION

Pratt Institute
Brooklyn, NY
BFA in Communications Design
May 2016

Springboard
UX Career Track
Oct 2021

SKILLS

Interaction design
Responsive design
Usability Testing
Wireframing
Prototyping
User Flows
Landing Page
UI graphics
Website banner
Illustration
Typography
Web/ Print
Logo Design
Branding
Poster Design
Social Asset

TOOLS

Figma
Webflow
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Jira

LANGUAGES

Korean
English