

# Eon Jung

UX/UI DESIGNER

My expertise is in interaction design with extensive experience in visual & motion graphic design and user research psychology spanning across multiple digital platforms. As a UX designer, I strive to understand users' goals, desires and preferences, as well as what they want and need when it comes to digital media. I've had a successful career helping various start-up companies with a fast-paced, agile development process.

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## Experience

- Jan. 2013  
Present  
● **Oubly / User Experience Designer & Founding Member**
  - Establish Oubly's first UX design methodology by developing and maintaining style guidelines to support mobile, web and iPad interface.
  - Lead UX and IA for Oubly's new launch in a fast-paced agile environment.
  - Work closely with the engineer team to develop the product iteratively to meet the user's goal.
  - Conduct user survey, interview, usability testing for proposed designs and make actionable recommendations and updates/changes based on analysis data.
  - Drive the use of A/B testing, facilitating the user engagement, which led to an increase in new client subscriptions by 3.5% within 3 months of launch.
  - Overhauled Oubly's website by producing aesthetically rich user interface designs which lead to 50% increase in sales within 5 months.
- Dec. 2011  
to July. 2013  
● **Color Ondemand / User Experience Designer**
  - Developed user personas and scenarios in order to enhance functionality and usability for key audiences.
  - Designed adaptive layouts to create a consistent user experience across all digital platforms.
  - Worked in close coordination with other team members to compete for the project in a timely manner.
  - Created actionable and intuitive design flows by developing Information architecture and high-fidelity wireframes.
  - Redesigned the website based on heuristic evaluation leading to an increase in sales conversion by 7.38%.
- Feb. 2013  
to June. 2013  
● **Novica / Freelance Web User Experience Design**
  - Communicated with stakeholders, marketing team on a weekly basis to ensure deliverables were met in a timely manner.
  - Attended weekly scrums and rapidly designed low-to-high-fidelity wireframes/prototypes.
  - Improved NOVICA's visual identity, keeping in view the market standard.
  - Conducted competitive analysis for proposed designs and made actionable recommendations.
  - Exceeded client needs and expectations by offering actionable recommendations based on competitive analysis and brand's key messages.
- Aug. 2008  
to Dec 2011  
● **Elite Color Technologies / Web & Visual Design**
  - Worked with the in-house design team in redesigning GUI, graphics, website and marketing materials which led to an increase in gross sales by \$100,000.
  - Created all promotional materials, including but not limited to: banners, emails, web, and print materials, thus increasing new client subscriptions by 250%.
  - Reduced production costs by 8% by minimizing operation errors and optimizing the workflow of internal design and production teams.
  - Maintained solid relationships with clients and offered solutions to clients' needs in a timely manner.

## Skills

### User-Centered Design

Persona & Scenario  
Sketching  
Wireframing  
Prototyping  
Interviews  
Surveys  
Journey Mapping  
Interaction Flow Map  
User flows  
Usability Testing  
A/B Testing  
Ethnographic Research  
Competitive Evaluation  
Heuristic Evaluation  
Cognitive Walkthrough  
Usability Testing  
Contextual Inquiry

### Visual Design

GUI Design  
Motion Graphic  
Brand Identity  
Art Direction  
Print Design  
Illustration

### Tools

Sketch  
Axure RP  
After Effect  
Adobe XD  
Balsamiq  
Invision  
Flinto  
Figma  
Photoshop  
Illustrator  
MarvelApp  
Omnigraffle  
Google Analytics  
Git  
HTML  
CSS

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## Education

### Master of Human-Computer Interaction & Design

University of California, Irvine

Sep. 2016 to Sep. 2017

GPA 4.0/4.0

Key courses: User Needs Analysis / User Experience Evaluation /  
Design and Prototyping / Interactive Technology

### B.A. Visual Communication Design

Keimyung University, South Korea

Mar. 2004 to Feb. 2008

GPA 3.8/4.0

- Keimyung Scholarship Awards for 4 years
- Double Major in Fashion Design
- 2006 The student president of Fashion Design

## Projects

Mar. 2017  
present

### MSC Apex / Virtual Prototyping Software

- Worked closely with multidisciplinary UX team, engineering, and sales team to improve the software intuitively and streamline interfaces based on agile work process.
- Conducted contextual Inquiry, cognitive walkthrough, and usability testing to analyze existing Apex software for usability and learnability issues and provide recommendations for improvement.
- Overhauled Apex's software by producing aesthetically rich user interface designs to align with established visual style guide and increase users' satisfaction.

Jan. 2017  
to Mar. 2017

### Plant cARe, Concept Design / Augmented Reality

- Established UX design as the first stage of AR application developments, instituting a user-centered design approach.
- Researched, strategized and launched both AR through hands-on experience and potential plant users via directed interviews, and surveys.
- Developed personas, scenarios, and storyboards to help define the final product to meet user's goal.
- Designed high-impact UI design with a strong emotional appeal, sophisticated production values, and intuitive navigation to maximize user engagement and cement powerful brand identities.
- Created a commercial motion graphic design to highlight the functionalities, information architecture, and visual design of the final product.

Oct. 2016  
to Dec. 2016

### Space Pasadena, Concept Design / City Experience Design

- Conducted ethnographic research, such as observation, interview to reveal user's need.
- Developed the persona, storyboard and scenario to define end-user's goal and behavior.
- Conducted SWOT analysis to identify the potential opportunity in early product development phase.
- Created a motion graphic video to propose the conceptual idea effectively in the form of a pitch to a client.