

Joon-Ha Park

Designer

Multiple experiences conducting User Research and designing interactive end-to-end digital products. I enjoy working in close collaboration with teams across technology, engineering, and design to bring social and environmental good to the world.

Contacts

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Skills

Wireframing
Prototyping
User research
Usability testing
User flows
Information architecture
User Experience
User Interface
Interactions
Illustration/Sketching
Functionality
Design system
MVP
Leadership
A/B testing
Collaboration
Call-to-actions

Tools

Figma, MS Office, Adobe Illustrator,
Adobe Photoshop, Miro, Notion, Rhino

Geopogo

Product Design Intern, Sep. 2022 – May 2023

- Worked closely with the Creative Director and the Founding Designer to design the User Interface and User Experience of Geopogo Cities, an Augmented Reality Platform.
- Increased engagement by 2x and increased user retention by 3x on Geopogo's platform by developing an intuitive, yet professional user interface for over 27,000+ users
- Worked in a fast paced startup environment, and contributed ideas to the marketing team and partnerships team

thredUP

UI/UX Designer (client work), Aug. 2022 – Dec. 2022

- Worked collaboratively to design features that would reimagine online secondhand shopping as a social experience and reduce carbon footprint level for each thredUP user.
- Spearheaded user interviews and usability tests to validate design hypotheses.

The Seabin Project

Design Project Lead (client work), Dec. 2022 – May 2023

- Led a team of designers, engineers, and data scientists to design an interactive mobile product that works hand-in-hand with a location-based landscape experience to educate, engage, and mobilize communities about marine plastic pollution.
- Developed the ability to successfully guide a team in transforming an idea from conception to wireframe and then to prototype.

IZ Adaptive

Design Project Lead (client work), Aug. 2023 – Dec. 2023

- Led a team of designers to create an inspirational and educational zine that spotlights IZ Adaptive's designs, highlights stories of people with disabilities, and deconstruct the negative stigma surrounding adaptive clothing today.
- Utilized the narrative arc, created a style-guide and mood-boards as guiding inspiration, then went through the process of iterative design.
- Spearheaded successful delivery of new services, resulting in a 25% increase in Gen-Z users

Education & Extracurriculars

University of California, Berkeley

B.A. Political Economy; Minor in City Planning;
Certificate in Design Innovation
Graduated in December 2023

Invention Corps of Berkeley

Design Consultant & Project Lead
August 2022 – December 2023

Telegraph for People

Visual Communication team; January 2022 – December 2023

Human Centered Design

University of California, Berkeley; Fall 2022

"6G Seller"

Grailed, eBay, Depop, Facebook; August 2016 – Present

Visual Communications & Sketching

University of California, Berkeley; Fall 2023