

# Geehae Jeong

## UX DESIGNER

### Contact

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### About

With a background in communications, photography, and interior design I have a problem-solving mindset and a passion for building products that balance user needs and business goals.

### Skills

User flows, Concept sketches, Experience mapping, Wireframes, Prototypes, Mockups, Design systems, HTML / CSS, User interviews, Usability testings, Personas

### Tools

Figma, Miro, Keynote, Photoshop, InDesign, Illustrator, Trello, Slack, Notion, ClickUp

## Experience

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### UX Designer | "Sympto" App - CareerFoundry

Sep 2022 - Mar 2023 / Remote

- Lead the design for a user-centered tool for logging health and medical-related information, catering to tech-savvy adults managing the well-being of multiple individuals, including children and aging parents.
- Orchestrated the entire design cycle of the project, from inception to completion.
- Conducted extensive user research, including competitive analysis, user interviews, and card sorting, to identify the optimal design direction and user-centric focus.
- Employed Figma for creating iterative screen designs to address various design challenges and prototyping to validate design solutions with users.

### UX Designer | "Nadiya" App - Freelance at Apart of Me

Feb 2023 - Jul 2023 / Remote

- Collaborated in enhancing the onboarding experience for a free app aimed at helping families affected by trauma thrive, offering well-designed resources and therapeutic games to promote calm, kindness, and hope over a 14-day period.
- Conducted competitive research to identify user trends and insights, ultimately optimizing the app's onboarding process.
- Implemented a SWOT analysis on the current onboarding process, outlining a clear roadmap for subsequent improvements and advancements.
- Formulated critical hypotheses, leading to wireframing and prototyping in Figma and innovative design solutions that focus on improving the user experience.

### Director of Communications | Bethany Community Church

Oct 2019 - Apr 2022 / St Catharines, Canada

- Enhanced Bethany's communications for a more audience-centric experience, ensuring clarity and user-focused content.
- Developed an annual content calendar to strategically plan and create engaging content for major events and campaigns.
- Successfully transitioned marketing from information-based to story-based promotion, aligning with user preferences.
- Managed and coordinated content across web, email, and social media channels, ensuring alignment with the organization's vision and collaborating with the team for timely content delivery.

## Education

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### UX Design Certificate | CareerFoundry

2022 - 2023 / Berlin, Germany

### Web Development Certificate | CareerFoundry

2016 / Toronto, Canada

### Bachelor of Interior Design | Toronto Metropolitan University

2006 / Toronto, Canada