

ELI Y. PARK

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PRODUCT MANAGEMENT AND UI/UX DESIGN

Proven ability to plan, lead, and execute in both agile and corporate environments. Seeking opportunities to work on innovative products which cater to the needs of users. Looking to be part of a team in an environment which offers tremendous growth and the opportunity to work with a lead in Product Management and obtain a range of experience working with engineers and development leads in the mobile native and SaaS developments.

STRENGTHS

Experiences in vast hierarchies of [Management](#)
Provide creative and solution driven [Planning](#)
Flexible in various methods of [Communication](#)
Various types and years in [Design](#)

GOALS FOR GROWTH

[Own](#) product life cycle from ideation to maturity
[Master](#) data driven decision making
[Utilize](#) Scrum/agile product management
[Develop](#) in-depth understanding of various market strategy

WORK HISTORY

VRenetic | Product: VResh | Product Manager | June 2017 - November 2017

[PRODUCT MANAGEMENT](#), [ROADMAP](#), [USER STORIES](#), [UI/UX DESIGN](#)

Generalist product manager role with the specialty in VR user experience design

Defined and created product roadmaps and user flows based on long-term vision of the product and goals of the stakeholders

Vetted, built and managed a team of both 2D and 3D UI/UX designers

Coordinated across multiple teams including marketing, development, and design, to create VR prototypes for marketing and promotion

Aligned and planned with development leads and project managers to anticipate opportunities and pressure points to create strategies

Acquired key third-party solutions and partnerships pivotal for product growth

Promoted from Lead UI/UX designer to Product Manager after 1 month

Cerebral Designs | CEO, Lead UI/UX Designer, Product Manager | December 2016 ~ August 2017

[PRODUCT MANAGEMENT](#), [A/B TESTING](#), [USER STORIES](#), [UI/UX DESIGN](#)

Managed a project-by-project focused design and research company for small startups

Vetted and building a multidisciplinary UX research team

Defined and led overall vision and objectives of the company

Managed outreach to potential clients and client onboarding process

Undisclosed | Product: VR based tourism application | VR UX Designer | March 2017 - April 2017

[USER STORIES](#), [USER FLOW](#), [UI/UX DESIGN](#), [STORY MAPPING](#), [STORYBOARDING](#)

Collaborated with international team of developers and 3D graphics specialists

Defined user stories and created user flow diagrams which aligned communication between multiple stakeholders

Conducted and provided a report of preliminary market research on use case of VR in tourism

Audited 3D prototypes and managed product development with multiple POs

Clashlife | Product: Mobile App and Landing Page | Lead UI/UX Designer | September 2015 ~ February 2016

[PRODUCT MANAGEMENT](#), [USER TESTING](#), [BRANDING](#), [MARKET RESEARCH](#), [UI/UX DESIGN](#)

Successfully built a product from the ground up from conception through the end of the project cycle based on user research and within the parameters of assigned budget

Researched targeted users to validate and adjust stakeholder goals

Wireframed and defined user flows and requirements to align with overall goals of product

Vetted and sourced contractors for various stages of the product, including development, marketing and copywriting

Managed product development and communication through the end of a project cycle to ensure goals were met

EDUCATION & CERTIFICATION

CALIFORNIA INSTITUTE OF ARTS | Graphic design

FULLERTON COLLEGE | Advertising | A.A.

UCSD CERTIFICATION | Interactive Design

CERTIFIED SCRUM PRODUCT OWNER | SCRUM Alliance

UNITY DEVELOPMENT CERTIFICATION

CALSTATE DOMINGUEZ HILLS | IDS Global Studies| B.A.