

ELI Y. PARK

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PORTFOLIO: ELIYPARK.COM

LEAD UI/UX & PRODUCT DESIGNER

Proficient in designing wide range of products from Blockchain, SaaS to Virtual Reality. Proven ability to plan, lead, and execute in both agile and corporate environments. Looking to be part of a team in an environment which offers tremendous growth and the opportunity to work with the lead in Product Management and obtain a range of experience in emerging technologies such as Aerospace, VR/AR/XR, and IoT.

STRENGTHS

Experience in variety of hierarchies within [Management](#)
Creative and solution driven [Planning](#)
Capable in various methods of [Research](#)
6+ years in User-centric/focused [Design](#)

GOALS

[Own](#) product life cycle from ideation to maturity
[Master](#) data driven decision making
[Utilize](#) SCRUM/agile product management
[Develop](#) process for data collection for future iterations

WORK HISTORY

BLMP | Creative Director, Lead Product Designer | APR 2018 ~ CURRENT
[BRANDING, MULTI-MEDIA DESIGN, UI/UX DESIGN, DESIGN/MARKETING PROJECT MANAGEMENT](#)

Define and establish brand direction while ensuring adherence and consistency across all assets designed by multi-disciplinary team
Oversee an international creative team and managing multiple projects to adhere to deadlines while ensuring upmost quality
Collaborate with marketing and sales team to generate leads from targeted markets
Analyze and research competing products while defining new features and adjusting backlogs
Vetting third-party talent, executing and managing their projects while documenting and reporting progress to ensure completion

Cerebral Designs | CEO, Lead UI/UX Designer, Creative Director | DEC 2016 ~ AUG 2017
[A/B TESTING, USER STORIES, UI/UX DESIGN, PRODUCT MANAGEMENT](#)

User Experience research and design for existing products and new products ranging from web apps to SaaS
Built a multidisciplinary remote UX research team and executed both qualitative and quantitative researches
Delivered requirements and digital assets to the development team and software engineers
Managed third-party development communication and client onboarding process

VRenetic | Product: VResh | Product Manager + Lead UI/UX | JUN 2017 ~ NOV 2017
[PRODUCT MANAGEMENT, ROADMAP, USER STORIES, UI/UX DESIGN, QUANTITATIVE USER TESTING](#)

Product manager role with UX Design background
Defined and created product roadmaps and user flows based on a 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 by creating and updating shared documentations
Aligned and planned with development leads and project managers to anticipate opportunities and pressure points to create strategies
Promoted from Lead UI/UX designer to Product Manager during employment

Clashlife | Product: Mobile App and Website | Lead UI/UX Designer | SEPT 2015 ~ FEB 2016
[USER TESTING, BRANDING, MARKET RESEARCH, UI/UX DESIGN, PRODUCT MANAGEMENT](#)

Successfully built a product from the ground up from conception to the final product
Oversaw best practices in usability and iteration to keep the product current with the changes in the market
Researched targeted users to validate and adjust stakeholder expectations
Wireframed, defined user task flows, and requirements to align with overall goals of the 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

CALSTATE DOMINGUEZ HILLS | [IDS Global Studies](#) | B.A.
CALIFORNIA INSTITUTE OF ARTS | [Graphic design](#)
FULLERTON COLLEGE | [Advertising](#) | A.A.

UCSD CERTIFICATION | [Interactive Design](#)
SCRUM ALLIANCE | [Certified Scrum Product Owner](#)
CIRCUIT STREAM | [Unity Development Certification](#)