David Yoon

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EDUCATION:

Northwestern University
B.S. in Human Centered Product Design | Psychology Minor
GPA: 3.66/4.00

PROFESSIONAL:

Publicis Sapient | Experience Designer

National Restaurant Chain
- Achieved client approval of a $4.5M contract extension based on initial discovery and design work
- Presented my designs to clients weekly to provide rationale, gather feedback, and ask clarifying questions for future iterations
- Directed Figma workshops to teach collaboration and design features to other members of my design team, providing alignment and clarity for rest of project

Leading Pharmaceutical Brand
- Revamped a fragmented design system to serve as single source of truth across the organization's digital touchpoints
- Delivered 40+ components for mobile and desktop web, using design tokens to auto-sync design and code
- Collaborated with accessibility experts to document guidelines for appropriate implementation (WCAG standards) for each component

Five to Nine | UX/UI Design Intern
- Iterated and implemented 2 onboarding experiences – 1 for current use, 1 for future use to reduce user idle time by 25%
- Redesigned platform homepage & dashboard to better align with company goals of event management/analysis

LeanStudio | UX/UI Design Intern
- Produced website UX design for LeanStudio's Testimonials page to convert viewers into customers
- Utilized Lean UX, Agile methodology, and the Kanban method to rapidly iterate on designs

Segal Design Institute | Bay Area Immersion Program Member
- Selected as one of 28 students to travel to the Bay Area to work with Silicon Valley companies on real-world service design projects
- Produced a new mobile product to re-imagine parental controls for mobile devices

Gaia Wearables| Design Engineering Intern
- Constructed UX prototypes to cut biometrics analysis time by 30%
- Implemented CAD and 3D printing to prototype wearable tech for 1+ million children with ASD

SKILLS:

Figma, Sketch, HTML, CSS, JavaScript, Adobe Creative Cloud, InVision, Zeplin, Lucidchart
Prototyping, Presenting, User Research, Workshop Facilitation, Competitive Analysis, Agile Methodology