

David Yoon

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🏠 New York, NY

Experience

Publicis Sapient

Experience Designer L1

Sep 2022 - Present. NY, NY

- Revamped unusable design system with 5+ disconnected tools into fully integrated system.
- Designed over 65 components with variations for 6 device breakpoints and alternate use cases.
- Collaborated with developers and accessibility experts to document over 150 guidelines for WCAG 2.1 AA-AAA implementation.

Publicis Sapient

Junior Experience Designer

Jul 2021 - Sep 2022. NY, NY

- Earned \$4.5M extension for full website redesign after conducting current state audit and roadmapping.
- Led Catering page redesign from fragmented menu items into one of site's "largest successes".
- Conducted Figma workshops to prepare 20+ stakeholders for feedback sessions 2-3x per week.

Five To Nine

UX/UI Design Intern

Jan - Mar 2020. Remote

- Managed over 15 user interviews and used insights to build new interactive onboarding experience that increased retention and reduced idle time by 25%.
- Redesigned homepage and dashboard to relaunch site in less than 3 months after recent company pivot.

LeanStudio

Product Design Intern

Jan - Mar 2020. SF, CA

- Created new Testimonials page which increased user retention and clicks by 21%
- Presented findings to over 45 designers in live-feedback session, delivering ahead of schedule.

Segal Design Institute

Bay Area Immersion Member

Jan - Mar 2020. SF, CA

- Selected from 100+ applicants to work with Silicon Valley companies on local service design projects
- Facilitated 2 workshops with 10 stakeholders from Apple & Google on parental controls in mobile devices.

Education

Northwestern University

2017-2021. Evanston, IL

B.S. Product Design (HCPD) | Psychology Minor

Created unique, personalized major to study design

Skills

Design Tools

Figma, Sketch, Adobe Creative Suite, Baymard Research, InVision, Zeplin

Design Methodology

Rapid Prototyping, Competitive Audits, Information Architecture, Journey Mapping, Heuristic Analysis, Agile Methodology