

Jona Hyun

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EXPERIENCE

Independent UX/UI Design Consultant

7/2016 – present

- Principal designer of ConvergyCX Survey Performance Platform. Led all aspects of UI design including CX branding, developing application design patterns and guidelines, and creative screen designs.
- Daily collaboration with UX lead & Dev Manager to help ensure UX and Creative deliverables are met under the tight deadline for the MVP release.
- An advocate and practitioner of lean UX approach to design with quick iteration and feedback loop that allowed for faster approvals and faster Design to Dev handoff.
- Managed Design to Dev handoff process and actively monitored development outputs to ensure product gets built as envisioned.
- IoT Collective LLC Contractor

Digital Intent/Founder Equity | *Sr. UX Designer*

4/2015 – 6/2016

Digital Intent is a digital agency and Founder Equity is a venture capital firm. Led many UX/UI design projects for both sides of business including:

- Kindred Healthcare - Post Acute Care Service Provider (Agency Client)
 - Designed complete ecosystem of apps for Kindred Rehabilitation Centers that are used by the Patients, Therapists, Rehab Coordinators, Sales Personals, etc. that includes iOS Apps, Android Apps, Native Windows Apps, and Responsive Websites (Health Tracker, Health Tracker Pro, Health Reader, etc).
 - Developed and enforced design patterns for consistent branding, interaction, user experience across all applications and throughout product development
- Rollkall - Off-duty Police Job Coordination Platform (Startup)
 - Led site redesign of Rollkall Desktop Application that included legacy site audit, product planning, defining features & functions, user research, ideation, designing flowchart, sitemap, and high fidelity designs, etc.
 - Worked closely with client to help product integration with police departments across the country
- Lotsa Helping Hands - Building Communities to help people in need. (2 mil active members and over 100,000 communities) (Startup)
 - Principle designer of Lotsa Helping hands Re-platform for both Desktop and iOS Application.
 - Defined and enforced look & feel, navigation, usability, design patterns

Vantiv | *Sr. Technology Architect/Principal UI Designer of Vantiv iQ*

10/2013 – 3/2015

Vantiv is a world leader in credit card payment processing and merchant services

- Principal UI designer of Vantiv iQ - all in one web application for managing credit card and merchant services.
- Led Front-end Development team including managing off shore front-end design team
- Defined, designed, and enforced application patterns library that are used by all product team
- Championed and integrated modern front-end technology to the iQ platform including Bootstrap, jQuery, Javascript chart library, Font-Awesome, etc.
- Led product marketing of Vantiv iQ to internal stakeholders and rest of company by authoring monthly newsletters, multimedia videos, emailers, etc.

Pinpoint Health | *Sr. Experience Engineer & Lead Creative*

10/2012 – 9/2013

Pinpoint is a healthcare technology company that focus on improving upon physician-to-patient engagement. As a lead UX and Principal Designer, I have led all aspects of UX – research, ideation,

strategy, interaction design, visual design, front-end code in developing Pinpoint Healthcare Platform (SaaS).

- Lead designer of Population Health Management Technology that allows remote patient monitoring through multiple channels of communication (desktop, mobile app, sms) for healthcare groups that includes Cleveland Clinic and Northshore hospitals.
- Led project management and front-end development for Embedded Lab Ordering Application that allows physician to order and manage lab tests, prescriptions, imaging studies, and handouts for patients. The system integrates with EMR Systems such as NextGen and EPIC.
- Led design of Coordinate Care Bundle System that allows Healthcare groups including Illinois Bone and Joint (IBJI) to manage coordinated care for their patients through all phases of encounters.
- Introduced to product development team the Lean Startup and Lean UX approach to accelerate development
- Established and enforced brand, look & feel, navigation, usability, page layout, design patterns for all Pinpoint Health Softwares.

Wearcast LLC | Contractor – UX Lead/Front-end Developer

7/2012 – 11/2012

As a UX/Developer at Wearcast (Socially Connective Apparel Platform), I was focused on improving the apparel design engine and utilizing the platform to create web instances for groups and organizations that includes Obama Campaign, Snoop Dogg, Bunbury Music Festival, Bogarts, CSL, PRSA, Fotofocus, etc.

- Defined the user experience of Wearcast Studio that includes ideation, userflows, information architecture, wireframes, design concepts and high fidelity prototypes.
- Manager of Wearcast UI Engine and instance creation process that involves
 - Code configuration, defining the skin, template and stylesheet for each instance.
 - Utilizing Dotnetnuke (DNN) to develop high end instances for clients
- Managed projects that involve product design, defining requirements, assigning tasks, setting deadline, managing team's daily workflow
- Lead creative designer - defined and enforced brand, look & feel, navigation, usability, page layout, design patterns for all print/web projects and campaigns.

Possible Worldwide Inc. (WPP Co.) | Art Director of Interaction Design Studio (IxD)

5/2011 – 6/2012

As an Art Director of IxD in a PWW Global Digital Agency, my focuses were ideating, directing and bringing to life engaging and meaningful interactions to multi-context platforms by leveraging skills in concepting, user experience, research, front-end technology, interactive design, motion and creativity to connect consumers to brands through intuitive yet ground breaking interfaces.

- Led many of creative and user experience initiatives that resulted in successful online campaigns for global brands that includes Pringles, Dannon Oikos, ConAgra Foods, P&G, Ingram Micro, Smuckers, Folgers, Abbott Nutrition, etc.
- Defined and enforced brand, look & feel, navigation, usability, page layout, design patterns for print/web projects and campaigns that includes P&G Canada, ExactTarget, PediaSure, etc.
- Managed or involved as part of creative team on interactive concept and strategy on agency pitch efforts, including Discover, BestBuy, Rowland Coffee, P&G HYTTY, etc.
- Created P&G Facebook Brand Timeline as part of innovative creative exploration and exclusive partnership with Facebook
- Managed and mentored a diverse creative group that includes associate art directors, UX designers, designers, copywriters, production artists and freelancers
- Helped evangelize IxD Studio by promoting its services and capabilities to rest of organization through continual education, showcasing work, and driving relationship with other studios across PWW Global Network
- Directed, led, and/or contribute to number of company projects that includes
 - Organizing and facilitating technology training courses that range from UX and IxD principles to Front-end Development. This includes developing the courses, recruiting the instructors, and driving the schedule and meetings and guiding each instructor to focus on topics relative to the subject
 - Redevelopment of PWW corporate website and intranet

Possible Worldwide Inc. | Senior User Experience Architect

5/2010 – 4/5/2011

As a Senior User Experience Architect, I led project teams in user-centered design activities including heuristic reviews and competitive audits, user research, research analysis, research reporting, persona

development, modeling & task flow creation, defining information architecture/interaction design, building navigational systems, sitemaps, wireframes, and usability testing.

- Defined the user experience for number of online campaigns for global brands that includes Timberland, Dannon Oikos, Abbott Nutrition (Glucerna, PediaSure, Ensure, & Similac), Ingram Micro, ConAgra Foods, P&G, ExactTarget, etc.
- For example on Glucerna,
 - Developed user personas and user profiles through primary and secondary research that included developing guidelines for user research, conducting first person interview of Type 2 Diabetics to validate our hypothesis and crafting stories of each segments that match the persona.
 - Collaborating with Research Analysts and Content Strategist to develop sitemap and wireframes of the website information structure to ensure proper and efficient communication and product marketing for new product launch of Glucerna Sensifull
- For example on Invacare,
 - Conducted interviews with various stakeholders that includes store managers, owners, sales representative, vendors, wholesaler and medical professionals to gather insight on consumer buying behavior and journey
 - Analyzed data and designed User Journey schematic and ecosystem to educate client and internal stakeholders
 - Developed an experience framework that was center piece for describing the overall digital behavior and recommended sales lifecycle
- For example on Timberland,
 - Developed Facebook Save the Forest Application that involved pitching the idea to client, leading brainstorm sessions on features and functions and defining the best optimal user experience within the budget, resource, and timeline.
 - Defined the application architecture that included detailed user flows and wireframes on creating/planting forest, user invitation, joining process and defining multiple user scenarios and permissions based on his/her activities(s). Also enforced tight collaboration with technology team to accommodate Facebook's privacy rules.
- For example on ExactTarget,
 - Managed creative design and development of the Interactive Marketing Hub Microsite (A CRM and Social Monitoring Application) that included art direction, design executions, and development of site architecture
 - Partnered with Creative Director and other key stakeholders to ensure efficient communication during meetings and open dialogue during key milestones.
 - Defined the front-end architecture and framework for IMH.

Txtbuzz, Inc. dba Zipscene | *Creative Director & Lead UI/UX/Front-end Developer*

6/2005 – 4/2010

As a Creative Director of Zipscene (a web based Media Company that aggregates and distributes rich local entertainment content) I focused on designing, developing and improving Zipscene's Media Platform that powers thousands of media entertainment websites.

- Defined and built the front-end architecture and framework for all of Zipscene's web properties (Zipscene.com, Media Portal, Business Applications, and Mobile Web Applications) that included navigation, site flows, wireframes, prototypes, page/file structure, UI/UX design, etc.
- Designed, developed, and made continual improvements and optimizations to the front-end layer of Zipscene's Media Platform that powers thousands of media partner's websites including Clear Channel and CBS Radio.
- Managed numerous projects that involved product design, defining requirements, assigning tasks, setting deadline, managing team's daily workflow and coordinating with stakeholders to successfully deploy projects in various stages of lifecycle
- Lead creative designer - defined and enforced brand, look & feel, navigation, usability, page layout, design patterns for all print/web projects and campaigns.
- Designed prototypes and coding the XHTML/CSS/JavaScript/PHP pages utilizing design and technology standards, patterns and frameworks
- Help grow company from 3 to 50 people staff and creative and development team from 3 to 35 in 3 years.

Antonelli College | *Adjunct Design Instructor*

9/2005 - 12/2006

- Developed official course guidelines and strategies for 'Principle of Internet: Intro to HTML/CSS' and 'Internet Application: Dreamweaver' including instructional objectives, content, assignments, textbooks, weight of grades and delivery methods.

- Ensured the content and level of materials included in the course outline and exams have been adequately covered in class.

QSR Automations Inc. | *Graphic/Web/UI Designer*

3/2003 - 4/2005

- Directed and developed all print, web, and multimedia projects from beginning stages of storyboarding to proofing to developing the final design
- Supported Corporate Sales & Marketing Team with various presentation tools that included 3D modeling, animation and interactive media
- Designed the Point-of-Sale (POS) Touch Screen UI for ConnectSmart Kitchen Software Suite - restaurant operation software that can be found in Cheesecake factory, Chili's, etc.

EDUCATION

Eleven Fifty | Indianapolis, IN

1/2017 – present

- Javascript Accelerated Bootcamp, MEAN Stack, MERN Stack

Capella University | *Minneapolis, MN*

6/2004 – 6/2008

- Bachelors of Science - Information Technology

Cincinnati State | *Cincinnati, OH*

11/1999 – 6/2002

- Associates of Science - Web Design Technology
- Associates of Science - Graphic Design Technology
- 3D Animation Certification (Level 2) - Autodesk Maya

University of Cincinnati | *Cincinnati, OH*

11/1995 – 6/1996, 1/1998 – 6/1999

- Major: Business Management
- Minor: Visual Art

SKILLS

- Programming Languages:
 - Advance Level: HTML, CSS, SCSS
 - Intro to Intermediate Level: Javascript, jQuery, PHP, MySQL, Javascript, Angular, React, Nodejs, MEAN Stack, MERN Stack
- Applications: Adobe Design Suite that includes Photoshop, Illustrator, Fireworks, InDesign, Dreamweaver, Omnigraffle, Balsamiq, Autodesk Maya, Avid, Microsoft Project, Excel, PowerPoint, Word, Visio, Sketch, etc.
- Foreign Language: fluent in Korean