

# IRIS MINJI

Content Manager + UX/UI Designer



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## SKILLS & EXPERTISE

HTML / CSS / JS / PHP

User Experience Design

User Interface Design

Content Management

Content Creation

Website Migration

Data Analysis

Project Management

Digital Marketing - SEO / Social

Visual Design / Photography

## TOOLS

Figma / Sketch

WordPress

Yoast SEO

Visual Studio Code

MailChimp

Google Analytics 4 / GTM

Microsoft Suite | X W Pp

Adobe Suite | Ps Xd Dw

Miro / Asana / Notion

## EDUCATION

### SheCodes Coding

June 2021 - Aug 2021

Coding

### General Assembly

March 2019 - Aug 2019

User Experience Design Immersive

### Brooks Institute

August 2012 - May 2015

Bachelor of Fine Arts, Photography

## EXPERIENCES

### Henkel - PRAVANA *Web/UX Designer*

Jan 2022 - Current

- Ensured consistent customer experiences of visual imagery and quality content in line with company branding
- Built a foundational structure to facilitate website migration
- Developed new inbound marketing funnel elements such as content development and search engine optimization that lead to an increase in website traffic by 20%
- Lead user analytics initiative, identifying product specifications and user psychology advantages to improve marketing and sales

### Iris Minji *Multimedia Freelancer/UX Designer*

Jan 2020 - Dec 2021

- Identified target audiences, conducted interviews, and analyzed statistical data to help understand user needs
- Balanced aesthetics and functionality to improve customer experience, leveraging research and an analytics-driven design process
- Utilized extensive knowledge of photography to produce high-quality solutions

### League of Women Voters *UX/UI Designer*

May 2019 - June 2019

- Lead a team of 4 UX designers through all phases of research and design, for redesign of the website
- Restructured backend CMS that required revamping of an entire information architecture
- Managed communication channels with primary stakeholders and super-users of the CMS to ensure a smooth customer experience
- Tested Service Designs for targeted users by evaluating existing design & collecting data

### SHEIN *Head Photographer*

Nov 2016 - Nov 2018

- Planned, executed, and directed photoshoots for ecomm & lookbooks for web/campaigns while operating the camera
- Provided creative direction and oversight of all photography requirements needed for in-house and external marketing materials
- Collaborated with social media team for content creation