




# IRIS MINJI

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## SKILLS & EXPERTISE

User Experience Design  
User Interface Design  
HTML / CSS / JS / PHP  
Content Management  
Content Creation  
Website Migration  
Data Analysis  
Project Management  
Digital Marketing - SEO / Social  
Visual Design / Photography

## TOOLS

Figma / Sketch / InVision  
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  
HTML, CSS, JS

### General Assembly

March 2019 - Aug 2019  
User Experience Design

### Brooks Institute

August 2012 - May 2015  
Bachelor of Fine Arts

## EXPERIENCES

### Henkel - Beauty Care *UX Web Designer*

Jan 2022 - Dec 2022

- 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*

Mar 2020 - Dec 2021

- Understood the needs and goals of the client, company or project I worked with
- Balanced aesthetics and functionality to improve customer experience, by leveraging research and an analytics-driven design process
- Designed user flows, wireframes, prototypes, and high-fidelity mockups to illustrate design concepts
- Managed my own time and workload effectively as a freelancer

### Balistraria Group *UX Designer + Creative Director*

June 2019 - Mar 2020

- Streamlined company operations and modernized manufacturing processes with creative direction to better meet client needs and accomplish business goals
- Launched the main website from the ground up, to build company credibility and foster better marketing opportunities
- Spearheaded client relations with a variety of different industries, including large hotels such as The Wayfarer and restaurants like Bottega Louie

### 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