IRIS MINJI

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213.361.6814

EXPERIENCES

HENKEL CONSUMER BRANDS

DIGITAL DESIGNER | 02.2023 - PRESENT

- Work closely with multimedia manager, videographer, models, and stylists to create visual imagery for websites that are in line with company branding
- Take professional pictures in a studio or on location
- Recommend creative ideas to exceed expectations of goals and objectives

UX WEB DESIGNER | 01.2022 - 01.2023

- 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

RENEGADE WAV RADIO

DIGITAL MEDIA OPERATIONS | 07.2022 - PRESENT

- Plans and executes all web, SEO, database marketing, social media, and display advertising campaigns
- Evolve internal processes to enable dynamic and agile data delivery of campaigns & events
- Ensure on-time and accurate delivery of media files
- Create marketing video reels, graphics, and capture moments at the events

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DIGITAL DESIGNER | 01.2020 - 01.2022

- Identified target audiences, conducted interviews, and analyzed statistical data to help understand user needs for clients
- 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 | 05.2019 - 06.2019

- Lead a team of UX/UI designers, working as cross-functional team members from inception through implementation.
- Restructured the backend CMS, which required a revamp of the entire information architecture of the website.
- Managed clear communication channels with the main stakeholders and super-users of the CMS system, and implemented service designs (usability and accessibility) for targeted user groups.

SKILLS

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

TOOLS

Figma / Sketch / InVision
WordPress
Yoast SEO
Visual Studio Code
MailChimp
Google Analytics 4 / GTM
Adobe Suite | Lr Br Ps Xd Dw
Microsoft Suite | X W Pp
Miro / Asana / Notion

EDUCATION

Brooks Institute
Bachelor of Fine Arts | May 2015

General Assembly
UX Design Immersive | May 2019

Google Digital Garage
Digital Marketing | May 2020

SheCodes.io
Coding Workshop | July 2021

Google Analytics Academy
Google Analytics | July 2022