

# JISUN HONG

## PRODUCT DESIGNER

### EXPERIENCE

#### Product Designer | Academicly (edtech startup)

DECEMBER 2019 - PRESENT | NEW YORK, NY

- Responsible for the entire product design process from user research, user flow, wireframing, visual design, interactive prototype and usability testing.
- Conceptualized brand identity by creating a style guide, logo and other branding assets.
- Collaborated cross-functionally with Business, Product Management, Design and Engineering to deliver creative designs for web application redesign.

[\(https://academicly.io/\)](https://academicly.io/)

#### Product Designer Intern | LogMeIn

JUNE 2018 - AUGUST 2018 | BOSTON, MA

- Created wireframes and high fidelity prototypes for the mobile app during a design sprint ready for user testing.
- Moderated mobile app A/B Testing.
- Participate in gathering insights from user testing sessions and provided recommendations.
- Worked with a multidisciplinary team consisting of a project manager, researchers, designers, and engineers in an agile environment.

#### Web Designer | Rochester Institute of Technology

AUGUST 2014 - MAY 2015 | ROCHESTER, NY

- Planned and conducted user testing sessions with 25 students for TigerCenter, a class enrollment web application.
- Created documentation with results, recommendations, and reported design and technical bugs.
- Developed and maintained SITO website

[\(https://www.rit.edu/its/sito/index.html\)](https://www.rit.edu/its/sito/index.html)

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 New York, NY

### EDUCATION

#### Pratt Institute

M.S, Information Experience Design

NEW YORK, NY | Class of 2019

#### Rochester Institute of Technology

B.S, Information Technology

ROCHESTER, NY | Class of 2015

### SKILLS

Prototyping

Remote User Testing

User Research

Usability Testing

Interaction Design

Web/Mobile App Design

Visual Design

### TOOLS

Figma

Sketch

Invision

Marvel

Adobe CS

HTML/CSS/JavaScript