

JISUN HONG

PRODUCT DESIGNER

EXPERIENCE

Product Designer | Academicly (edtech startup)

JANUARY 2020 - 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/>)

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://jisunhong.com>

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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