

Justin Yoon

UI/UX Designer

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Summary

Experienced UX Designer skilled in ideation, user-centered design, and industry-standard tools. Committed to crafting intuitive, inclusive experiences.

Skills

UX Design

User Research | Research Analysis

User Interview | User Persona

Journey Map | Information Architecture

Wireframing | Prototyping

Usability Testing | A/B Testing

User-centered Design | End-to-end design

Responsive Web Design

Computer Accessibility

Front-end Coding

HTML5 | CSS | Javascript | Bootstrap

Education

Bachelor's Degree, Graphic Design

OCAD University

Sep 2015 - Apr 2019 | Toronto, ON

Certificate

Google UX Design Certificate

Coursera

Issued Jul 2022

Human-Computer Interaction: The Foundations of UX Design

The Interaction Design Foundation

Issued Aug 2022

Experience

UI/UX Designer | Sensei Marketing

Jul 2020 - Feb 2024 | Toronto, ON

- Led end-to-end corporate website redesign for National Payroll Institute. Executed design concepts, user research, wireframing, prototyping. Maintained continuous communication with clients. Collaborated cross-functionally – especially with developers team, translating designs into the final product. Resulted 14% increase in member engagement in redirection to webinars and events.
- Redesigned the UI for the SaaS Dashboard, BONDAL, with a comprehensive approach. Conducted thorough user research, created user personas, developed storyboards, and crafted information architecture. Designed wireframes and prototypes, followed by A/B testing and user testing. Collaborated closely with stakeholders to ensure an optimized user experience. Achieved a user-centric design that significantly enhanced the interface.
- Executed the redesign of the JazzFM corporate website by conducting user research, creating sitemaps, and developing prototypes. Employed user testing to validate design decisions and improve user interactions. Resulted 15% increase in member engagement, positively impacting the donation and Ads revenue.
- Managed community website and generated dynamic social media content, landing pages, emails, and marketing collateral for ECHO USA. Collaborated cross-functionally to deliver high-quality design materials that aligned with project goals. Increased B2B sales by 12% and global impression by 105%.
- Managed Bank of America's client reward website content and played a pivotal role in designing landing pages for Bank of America.
- Contributed to diverse projects for other clients, including logo design, branding collateral development, video editing, animation, illustration, and front-end coding, showcasing a versatile skill set.

Graphic Designer | Six Trends Inc

Sep 2019 - Mar 2020 | Toronto, ON

Managed Proudfoot's website. Led projects in marketing, collateral design, UI design, CMS management, and front end coding