



Experience

BallerTV / Pasadena, California / March 2019 – March 2020

Junior UX Designer (Aug 2019 - Mar 2020)

- Proactively checked for quality assurance on external and internal products to be re-evaluated.
- Took initiative to rehaul an internal product to update user experience flow to match the rebrand.
- Collaboratively built the design system documentations including best practices and user experience principles.
- Experience in rapid prototyping lo-fidelity to hi-fidelity
- Designed and generated 21% increase in conversion with new subscription modal design.
- Assisted the computer vision engineering team to solve a UX problem to execute for one of the internal products.
- Experience in building components for scalability for the new brand design system (web mobile, web desktop, iPad).
- Conducted multiple A/B testings to reassure best direction to increase user engagement.
- Developed a feedback system to help the product team receive concerns directly from customers and locate the feedback on Asana (team management application).
- Assisted product team to develop PRDs.
- Contributed in designing, researching, testing, and shipping the first app for internal use in react.js.
- Researched and started to design a new user experience for the search engine to best user engagement.
- Reconstructed the symbols library to better assist the design team to efficiently execute design concepts and layouts.
- Conducted in-house, in-person, and remote user testings to efficiently direct the best user experience.
- Had a mission to advocate for user research and design processes within the company.

Associate UX Researcher (Mar 2019 - Jul 2019)

- Part of the founding design team to rebrand the company.
- Independently conducted a user research project to expand new products for the company by planning research methods, conducting interviews, analysing data, & presenting to stakeholders.
- Pitching ideas to tackle a business goal that heavily involves coordinating research, user testing, concept development, and designing low-fidelity to high-fidelity designs.
- Offered to accumulate a resource database to efficiently conduct user research for both the design and product team.

Sarah Ji-yeon Moon

UX Designer + Researcher

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Education

ArtCenter College of Design

Bachelor of Science

Product Design

Pasadena, California

May 2014 - Dec 2018

Universität der Künste Berlin

Study Away Program

Berlin, Germany

Apr 2016 – Jul 2016

Otis College of Art and Design

Fundamental Coursework

Los Angeles, California

Aug 2012 – Dec 2013

Research Skills

interviews, surveys, field studies, field kits, a/b testing, user testing, qualitative data analysis, product strategy, UX methodologies

Design Skills

graphic design, design system, architecture information, user flow, wireframes, mockups, illustrations, prototyping, storytelling, problem solving, presentations

Software Skills

Adobe Ps/ Ai/ Xd/ Id/ Lr, Sketch, SurveyMonkey, Figma, UXpin, InVision, Google Suite, Hotjar, Abstract, & many more