

# SUNGHO WRIGHT

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## WORK EXPERIENCE & ACADEMIC PROJECTS

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### Freelance UI/UX & Web Designer

Quincy, MA

*Big Daddy Cane*

Oct 2019 – Present

- Designed and created eCommerce website with a focus on brand transparency and converting users to sales
- Generated an increase of 200% in sales revenue and 2,000 unique visitors withing the first 3 months utilizing SEO optimization and Yelp API
- Established a strong brand identity using a unique style tile for cohesion between storefront and website

### Freelance Design Consultant

Quincy, MA

Oct 2019 – Present

- Organized working schedule with various clients to better understand utilization of UX/UI best practices
- Formalized strong attention to wireframing, rapid prototyping, basic HTML and visual CSS over the course of 4 months
- Researched competitor analysis, conducted strong ethnographic studies with an emphasis on accessibility
- Brainstormed and created 15 unique UX/UI projects incorporating daily standups, epics, and frequent releases

### World Resources Institute

Irvine, CA

*Collaborative Redesign / University of Irvine*

Oct 2019

- Redesigned a modern approach for a global environmentalist group driven by user data to restructure information hierarchy
- Gathered key insights through means of guerilla interviews, ethnographic research per region, and surveys
- Implemented color theory and accessibility features to highlight brand trust and transparency

### California Department of Motor Vehicles

Irvine, CA

*Site Redesign / University of Irvine*

Aug 2019

- Developed as sole designer to recreate a more accessible government website
- Rebranded the website with key features focused on streamlining efficiency and more visible CTA's
- Optimized numerous pages of information to be reorganized into 5 key points

## EDUCATION & AWARDS

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### University of California, Irvine

Irvine, CA

Division of Continuing Education, Bootcamp (UI/UX)

Mar 2019 – Oct 2019

*Concentration: Rapid Prototyping using Figma, Adobe XD, inVision; Ethnographic Research, Adobe Creative Suites, Color Theory, Accessibility, Information Architecture, HTML, CSS, JS*

### University of Southern California

Los Angeles, CA

*School of Thornton, Music Scholarship*

Dec 2012

Award give in recognition of outstanding achievements in academia and piano performance

## OTHER WORK EXPERIENCE

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### Gen Korean BBQ

Fullerton, CA

*Assistant General Manager*

Jun 2018 – Mar 2020

- Redesigned floor plan and kitchen layout to streamline kitchen to front of house expediting, increasing net profit by 25% in 2019
- Conducted interviews, onboarding, and training for over 100+ employees
- Established and advocated better safety and health checklists to reduce policy violations and pass 100% health inspections

### Vista Paint

Fullerton, CA

*Paint Tinter*

Apr 2017 – May 2018

- Worked directly with City of Irvine to create unique colors for 4 major HOA's and secured an exclusive paint tinting contract
- Collaborated on a personal basis with the head of R&D to create better paints and maximize color efficiency
- Utilized color theory in order to produce colors that maximize quality and longevity of paint

## ADDITIONAL INFORMATION

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**Technical Skills:** Figma, Adobe Creative Suites, inVision, Miro, Trello, HTML, CSS, JS

**Languages:** English, Korean (Native/Bilingual Proficiency)

**Hobbies/Interests:** Piano, Game of Thrones, Cat's Toe Bans