

Hayden Park

UX Designer

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Experience

UX Designer, **Autodesk** Greater Boston, MA | Sep. 2020 - Present

- Working on the BIM 360 docs rebranding project for Formit targeting global launch 2022. Cooperating closely with developers to streamline the new design and development work.
- Helping the team proceed Formit & Revit integration project by conducting thorough user research and distilling insights from it. Collaborating closely with PMs and UX designers in the team.

Experience Design Intern, **Autodesk** Manchester, NH | May. 2020 - Aug. 2020

- Developed a new workflow and Generative Design features of Autodesk software that are tailored for the UN site planners and technicians.
- Conducted customer-centered research including desktop research, literature reviews, user interviews, and contextual inquiry to reveal user needs, pain points, and design opportunities.
- Had productive conversations with PM, UX designers, researchers, and engineers in Autodesk to get feedback on each step of the project.
- Communicated regularly with a number of site planners and technicians in the UN Refugee Agency (UNHCR). Conducted several user feedback and testing sessions to improve the design.
- Presented the final outcome to Autodesk Leadership and UNHCR representatives, and the stakeholders were highly satisfied with the outcome.

UX Designer & Researcher, **Georgia Aquarium** Atlanta, GA | Sep. 2019 - Dec. 2019

- Proposed an end-to-end UX research & design project for the new shark exhibit at Georgia Aquarium in 2020. Designed a new educational and entertaining exhibit system that includes a web mobile application, an interactive screen, and physical products.
- Prototyped high-fidelity UI mockups and created interactive prototypes. Followed the user-centered design process from initial user research to the final deliverable and usability tests.

Design Researcher, **Kookmin Univ.** Seoul, Korea | Mar. 2018 - Dec. 2018

- Worked for two research labs - Fusion Biotech & PSSD lab. Designed a tea recommendation mobile app that helps users get proper tea recommendations with sponsorship by Look-Our-Tea.
- Conducted thorough user research and proposed new mobile UX workflows and UIs. Delivered the design outcome with detailed design specs ready for manufacturing to the client.

UX Design Intern, **Amoeba UX** Seoul, Korea | Jan. 2018 - Feb. 2018

- Completed an end-to-end UX/UI design project in the context of envisioning lifestyle in 2025.
- Designed autonomous-vehicle and smart-wall display UX workflows by delivering critical user journeys, personas, information architecture, wireframes, hi-fi prototypes, and design specs.
- Led a team of 5 designers and got the 1st award and a full-time offer at the final presentation.

Exterior Design Intern, **Hyundai Motors** Seoul, Korea | June. 2017 - Aug. 2017

- Performed an autonomous vehicle design project targeting India in 2030.
- Conducted ergonomics research, India vehicle market research, and form study. Created a new vehicle design while applying new UX workflows based on the research results. Communicated closely with designers, researchers, and engineers and won 2nd place at the final presentation.

Leadership

Head of Student Council, **Kookmin Univ.** Seoul, Korea | Mar. 2016 - Aug. 2018

- Worked as a leader of the student council in College of Design. Supported students by understanding and resolving their individual issues and helped them work as a team when needed.

Vice President, **Car Design Group, FORM** Seoul, Korea | Mar. 2014 - Aug. 2018

- Planned out semester-long design projects for 4 years and participated in 4 exhibitions while closely communicating with members, professors, and school associates as a leader of the group.

Design Lead, **Global Design Workshop** Tokyo, Japan | Jan. 2017 - Feb. 2017

- Led a team of 6 designers and completed UX design projects at Shibaura Institute of Technology. Participated in workshops with Sony Electronics & Mitsubishi Electronics and won 2nd place.

Education

MS in Human-Computer Interaction,

Georgia Institute of Technology

Atlanta, GA | Graduating in May 2021

BFA in Industrial Design,

Kookmin University

Seoul, Korea | Graduated in Feb 2019

- Graduated with Highest Honors
- The Representative of Department for 3 years

Exchange Student Program,

Shibaura Institute of Technology

Tokyo, Japan | Jan. 2017 - Feb. 2017

Skills

Research

Survey / Interview / Contextual Inquiry / Competitive Analysis / Card Sorting / Usability Test / Persona / Empathy Map / Journey Map / Affinity Diagramming

Design

Information Architecture / Interaction Design / Motion Design / Visual Design / Prototyping / Sketching / Wireframing / 3D Modelling / Rendering

UI Design Tools

Sketch / Adobe XD / Figma / InVision / Framer / Protopie / Flinto / Adobe Creative Suite / Miro / Mural

3D Tools

Formit / Revit / InfraWorks / Alias / Fusion360 / Maya / Rhino / Keyshot / Element 3D

Programming

HTML / CSS / JavaScript (D3, JQuery, Babylon) / Unity / Python (Scrapy, Matplotlib, Numpy, Pandas) / Arduino

Achievements

Full-Tuition Scholarship

Highest Academic Excellence, 2013-2018, Kookmin University

Research Assistant Fellowship

Research Excellence, 2018, PSSD Lab (Kookmin University)

Research Excellence, 2018, Fusion BioTech Lab (Kookmin University)

Super Global University Scholarship

Global Leader, 2017, JASSO (Japan Student Services Organization)

Special Prize

Top 10 paper of the year, 2018, KSDS (Korean Society of Design Science)