

ELLIE PARK

hyeonjinepark@gmail.com | 510.982.9013 | [Personal Portfolio Website](#) | [linkedin.com/in/hyeonjinepark](#)

EDUCATION

University of California San Diego | Expected 10 June 2025

Bachelors of Science - Cognitive Science & Specialization in Design and Interaction

Relevant Coursework:

Data-Driven UX/Product Design (COGS127), **Advanced Interaction Design** (COGS125), **Programming for Experimental Research** (COGS119), **Human Computer Interaction Portfolio Design Studio** (COGS121), **C++ Programming** (CS52), **Data Science in Practice** (COGS1), **Information Visualization** (COGS128)

WORK EXPERIENCE

UX/UI Design and Marketing Intern

Sybil Health

Nov 2024 - Present

- Acted as a strategic partner between marketing, product, and design teams to translate brand narratives into high-performing digital experiences
- Led the design and launch of Sybil's website using Figma and Adobe XD, focused on improving accessibility, clarity, and user engagement
- Delivered creative insights on web and mobile experiences to optimize user conversion, retention, and engagement across touchpoints
- Created campaign landing pages aligned with business goals and storytelling strategies, helping shape the company's product voice

Product Management Intern

July 2022 - Sept 2022

Dodam.one

- Developed and executed a digital content strategy that increased site traffic by **32.8%** using **SEO**, engagement data, and **A/B testing**
- Worked cross-functionally with designers and engineers to launch a real-time wage calculator tool; defined creative concept, user flow, and core **UX strategy**
- Acted as a creative advisor to ensure visuals and messaging were aligned across platforms—including mobile web, display, and social media
- Conducted competitive research and performance analysis to iterate on creative campaigns and improve **ROI**

HR & Data Intern

May 2020 - Aug 2020

GSAM Cancer Research Center, South Korea

- Managed and structured a 500+ patient dataset using **Excel macros**, **SQL queries**, and **Python automation scripts**, ensuring data integrity and accessibility for medical professionals
- Achieved a **17%** reduction in outpatient document retrieval time, enhancing operational efficiency for medical professionals

Undergraduate Teaching Assistant

Sept 2023 - Dec 2024

University of California, San Diego

- Led weekly discussion sections for MATH 18, providing in-depth explanations of linear algebra concepts, including matrix operations, vector spaces, and eigenvalues
- Assisted students with problem-solving techniques and conceptual understanding through office hours and one-on-one tutoring

PERSONAL PROJECTS

Personal Portfolio Website | [ellie-park.com](#)

Fall 2024

- Designed, developed, and deployed a fully responsive portfolio website using **HTML**, **CSS**, and **JavaScript**, integrating **interactive animations**, **API calls**, and **optimized UI/UX principles**