

Emily Jeong

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EDUCATION

University of Rochester

Rochester, NY

BA Computer Science, Digital Media Studies Minor

Anticipated May 2025

- University UX Certificate Program, Computer Science concentration in Human Computer Interaction
- *Relevant Coursework:* Human Computer Interaction, Design in the Digital Age, Web Development, Mobile App Development, Social Psychology, Research Methods in Psychology
- *Scholarships & Awards:* Dean's List, Research and Innovation Grant, Meliora Alumni Scholarship
- *Leadership & Affiliations:* UX Design Club E-board, Computer Science Undergraduate Council E-board,

EXPERIENCE

URoom

Remote

UX Designer

December 2023-present

- Design survey and interview questions on university housing gathering over 30 participant responses
- Interpret research results, creating 3 user personas to understand user experience goals
- Design information architecture by creating user flow diagram, creating over 70+ screens to prototype
- Iterate from low fidelity to high fidelity prototyping, creating over 70+ screens
- Present project to be developed for campus residential hall association under a \$3000 deal

University of Rochester

Rochester, NY

UX Researcher

September 2023 – present

- Develop design system for AI tutoring site, creating inclusive typography and color hierarchy
- Collaborate with team of 5 to establish component library with 50+ components
- Create responsive and inclusive web design using Figma auto-layout, fitting 5+ screen widths

Safetea

Rochester, NY

UX Designer

November 2023

- Design a campus emergency app that improves the communication between students and public safety
- Create empathy map to define audience and user context, developing 20+ interview questions
- Conduct student interviews and analyze data using affinity diagrams and user personas
- Generate 9+ "how might we" statements, brainstorming 44 design features
- Create prototypes in Figma to design interactions within system, creating 11+ screens

DandyHacks Hackathon

Rochester, NY

Marketing Lead

January 2022 – November 2023

- Lead team of 8 members in designing the marketing strategy for a university Hackathon
- Conduct team meetings, keep track of deadlines, assign tasks to members
- Guide brainstorming sessions for marketing ideas, creating over 50 marketing ideas
- Create Instagram posting schedule spanning 5 months, uploading 15 posts and 20+ stories
- Design low to high fidelity website prototypes, creating 30+ screens

Unicycle

Rochester, NY

UX Design Lead

September 2022 – May 2023

- Optimize a campus based second-hand selling platform, launching with over 200 users
- Lead team design sessions, delegate tasks, keep track of deadlines
- Perform competitive analysis with over 7 sites, identifying 10+ design features to implement
- Use Figma to design over 30 components and 8+ screens

SKILLS & INTERESTS

- **Design:** UX Research, Figma, Wireframing, Sketching, Low-Fidelity Prototyping, High-Fidelity Prototyping, Presentations, Illustrator, Photoshop, Brand Design
- **Programming:** Java, C, Python, React, JavaScript, HTML/CSS, PHP, Dart, Flutter
- **Interests:** Web Design, App Design, Digital Art, Video Games, Procreate, Animation, Piano, Tennis