

# Yura Jang

## WORK EXPERIENCE

**UX Strategist Intern** HOL Experiences, Remote Jun. 2023 - Nov. 2023

- Conducted macro and micro-level analyses in the Built Environment industry, guiding stakeholders and providing strategic direction with a focus on civil engineering for precise project planning.
- Summarized interview transcripts from 60 construction professionals and consultants by identifying keywords, enhancing data analysis and facilitating prompt decision-making for the project manager.

**UX Designer** Xpleat, S. Korea Apr. 2022 - Feb. 2023

- Recruited 100% of interview participants through targeted outreach on community websites and mobile apps, resulting in cost and time savings for the company.
- Led the creation of high-fidelity wireframes for events and community boards, meticulously defining functionalities and fostering seamless collaboration between team members and developers, resulting in a significantly streamlined development process.
- Propelled the development of core features by analyzing data on the current pet industry landscape and related services, contributing insightful proposals for service enhancement.

**Stylist** Levi Strauss & Co., Canada Nov. 2018 - Jun. 2020

- Utilized data-driven customer segmentation and targeted sales strategies to boost daily sales and customer satisfaction, resulting in a 3% increase in daily revenue.
- Elevated brand aesthetics and achieved a full sell-out of previously under-performing clothing by winning a workplace stylist contest and securing prominent store placement.

**Public Relations Intern** Kongju University, S. Korea Jul. 2016 - Feb. 2017


- Optimized survey collection methods for the Buddy Program, increasing response rates from 40% to 87%, thereby enhancing the efficiency of data collection and overall program operations.
- Provided timely updates on insurance information to international students residing in Korea, enhancing their safety and strengthening external relations.


## EDUCATION

**Diploma in Fashion Management** Jan. 2018 - Aug. 2019  
George Brown College, Canada

**Bachelors of Economics** Mar. 2011 - Aug. 2017  
Kongju University, S. Korea

## CONTACT

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 010-7924-6414

## CERTIFICATE

**Design Trend Research**

KIDP

May. 2024

**Design Business Planning**

KIDP

Mar. 2024

**Service Design Insight**

KIDP

Aug. 2022 - Sep. 2022

**UX Design Methodologies  
And Practice**

KIDP

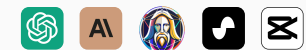
Jul. 2022

## TOOLS

**Design**



**AI**



**Communication**



**MS Software**

