

Airiyoung Hahm

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ABOUT ME

A UX Designer blending creative design with strategic market insights. Skilled in user research, wireframing, prototyping, branding, and UI design to craft intuitive digital experiences. Leverages expertise in market analysis and relations to create user-focused designs that meet business objectives and client satisfaction.

EDUCATION & CERTIFICATIONS

Certification of UX/UI Design

Design Lab - UX Academy

Bachelor of Science in Merchandising

University of North Texas

KEY SKILLS AND TOOLS

User Research & Analysis

Wireframing

Prototyping

Figma

Usability & User-Centric Design

Information Architecture

Visual Design

Maze

Cross-Functional Collaboration

Brand Alignment

Trend Analysis

Optimal Workshop

EXPERIENCE

Product Designer

May - June 2023

Global Group Hairdressing

- Created branding elements including color schemes, typography, and visual guidelines to ensure a consistent and compelling brand identity
- Conducted user research through interviews, competitive analysis, and usability testing to identify patterns and design iterations
- Achieved a 95% user satisfaction rate based on testing and feedback

At Home

June 2021 - Present

Merchandise Assistant

- Manages purchase orders for 35+ domestic and international vendors, overseeing them from inception to delivery to ensure seamless allocations and achieve department financial targets
- Achieves a notable 70% increase in the availability of key items in stock through effective management of the purchase order processes
- Initiatively seizes business opportunities, contributing to sustained positive comp sales growth by 7% and increased comp margin
- Supports the development of new product concepts for the assortment by closely examining trends in home products, analyzing top-selling items within the department, and conducting comprehensive market research
- Actively seeks areas of improvement to enhance cross-functional collaboration and product visibility, leveraging data to discern customer preferences and interactions
- Presents and communicates new product strategies and decisions to leadership based on client satisfaction