

# Airiyoung Hahm

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## ABOUT ME

Experienced merchant with a background in UX research and design, leveraging expertise to focus on user-centered research and enhance product offerings. Proficient in combining eCommerce strategies with research methods to improve product functionality, increase business performance, and drive customer satisfaction.

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## EDUCATION & CERTIFICATIONS

### Certification of UX/UI Design

Design Lab - UX Academy

### Bachelor of Science in Merchandising

University of North Texas

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## KEY SKILLS AND TOOLS

User Research & Analysis

Wireframing

Prototyping

Figma

Usability Testing

Information Architecture

Data Analysis

Maze

Cross-Functional Collaboration

Brand Alignment

Market Research

Optimal Workshop

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## EXPERIENCE

### Venmo (Project)

July - August 2023

#### Product Designer

- Objective: Enhance user experience by adding a detailed split pay feature to an existing platform
- Conducted interviews with 8 participants, discovering that 75% of participants validated 3 assumptions
- Organized a feature analysis with 3 other finance competitors to improve the existing flows
- Created a prototype in Figma and tested with 8 participants to analyze user behavior and navigation patterns; resulted in a 100% success rate with direct navigation flow

### Global Group Hairdressing

May - June 2023

#### Product Designer

- Created a UI kit including 3 color schemes, 3 typography styles, and documentation to provide visual guidelines for a more consistent brand identity
- Conducted interviews with 5 participants to discover user pain points and validated 3 assumptions
- Ran a competitive analysis with 3 companies and found 2 ways to create new flows
- Built a prototype in Figma and tested with 5 participants and had a 95% success rate; identified 2 opportunities for improvement for design iterations

### At Home

June 2021 - Present

#### Merchandise Assistant

- Manages purchase orders for 50+ domestic and international vendors, overseeing them from initiation to delivery to ensure seamless allocations and achieve department financial goals
- Supports the development of new product concepts for the assortment by examining trends in home products and reviewing sales history
- Seeks areas of improvement cross-functionally to enhance product offerings and visibility