

Sehyoung Hamjong

UX/UI/Industrial designer

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EXPERIENCE

Merkle | **Experience Lead** | Dec 2021-Current

Working with a wide range of clients to understand the business motives and goals to create a plan for design initiatives. Support cross functional teams, engaging in the planning and support of growth and be an advocate for design awareness for the overall organization.

Shell - Agile Hub | **Product Designer** | Apr 2019-Dec 2021

Create products using research and user-centered design practices by understanding the needs of users and combining the goals of the business. Leading and conducting workshops, interviews, and user testing to find solutions to gain a competitive advantage in the oil & gas industry. Delivering incremental value throughout the project in an agile environment to provide conceptual oversight helping the team determine design direction and strategy for complex business challenges.

Softway | **UX Designer** | Aug 2017-Jan 2019

Worked with a range of clients and development teams to lead user experience and strategy on various projects including e-commerce, web, mobile and internal sites for oil & gas clients. Focused on user-centered approach to design by developing user personas, journey mapping, iterative ideation, and usability testing to validate designs. Specialized in conducting user research methods, conceptual wireframing, sprint planning, and prototyping.

Advent | **Industrial Designer** | Feb 2015-Aug 2017

Design and develop custom booths, POS displays, and showcases for exhibitions and commercial spaces. Took on multiple roles as a designer, director and engineer to ensure projects were completed from concept to fabrication — taking a four week process down to two weeks to develop and construct exhibits by implementing better communication outlets and standardizing components used for the more popular series.

Tramontina USA | **Industrial Designer** | July 2013-Feb 2015

Part of the Product Development team working with designers and engineers to bring competitive housewares to market. Involved in many projects to develop new product lines which require the use of 3D surface modeling, hand sketching, ideation and building high resolution prototypes for buyers from vendors such as Walmart, Costco, Target and William Sonoma.

Synchrotech | **Freelance Designer** | Mar 2013-July 2013

Consulting for materials and methods for set modeling. Prototyping scale models and cut-a-way models. Worked with architects to create drawings using Autocad for scale models and visualization.

SKILL SET

Design

- Market research and user analysis to support creative problem solving strategies
- UX design thinking, Heuristic studies
- Wireframing, Prototyping, Journey mapping, Sprint planning, Agile methodology
- Research methods, Brainstorming, 2D sketching, Ideation, Refinement, Brand language study, Human factors, User centered design, 3D modeling, Photorealistic renderings

Software

- Figma, Figma Make
- Solidworks, Keyshot
- Sketchbook Pro
- Adobe Creative Suite

Manufacturing

- Materials & methods
- Assembly & mechanical drawings
- Prototyping, molding, and casting processes
- Manufacturing processes

EDUCATION

University of Houston

Gerald D. Hines College of Architecture & Design 2012

B.S. Industrial Design
Minor in Architecture