

**wooyoung kang** wooyoungkang.com • hello@wooyoungkang.com • +1 (425) 422-7847

**work experience** **gamercraft • user experience designer**

dec 2020 – present

creating design deliverables for gamercraft, an esports tournament platform; planning and executing design projects for features, user interface updates, and research; leading planned future design update for ui and brand

**leyline • ui & visual designer (temporary)**

july 2020 – dec 2020

designed the visual experience for alpha release; created mockups in figma for prototypes and pitch decks; contributed to initial brand development via style guide and marketing assets

**activision blizzard • junior designer (contract)**

feb 2020 – sept 2020

led ux redesign of website for tespa, activision blizzard's collegiate esports program; developed design system and style guide for digital best practices; designed wireframes and mockups using a mobile-first approach to ship collegiate esports homepages for overwatch, hearthstone, and call of duty

**university of washington • production designer**

july 2017 – june 2019

designed advertising materials, house advertisements, and brand integrations for the daily, the student-run paper for the university of washington; reviewed and approved proofs for placement and print

**education** **university of washington • bs in human centered design & engineering, human-computer interaction**

sept 2015 – june 2019

**skills** **design**

figma, sketch, adobe xd, adobe creative suite, framer

**research**

a/b testing, usability testing, interviews, focus groups, surveys, heuristic evaluations, personas

**miscellaneous**

procreate, notion, wrike, clickup, trello, keynote, webflow, squarespace