Airiyoung Hahm

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ABOUT ME

A UX Designer with a background in merchandising leveraging retail experience to create user-centered designs that align with business objectives. Has a deep understanding of consumer behavior that drives engaging experiences that enhance product offerings and boost customer satisfaction.

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 (Project)   **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
- Achieves a notable 70% increase in the availability of key items in stock through effective management of the purchase order processes
- 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
- Seeks areas of improvement cross-functionally with other departments to enhance product offerings and visibility

KEY SKILLS AND TOOLS

User Research & Analysis	Usability Testing	Cross-Functional Collaboration
Wireframing	Information Architecture	Brand Alignment
Prototyping	Data Analysis	Market Research
Figma	Maze	Optimal Workshop

EDUCATION & CERTIFICATIONS

Certification of UX/UI Design
Design Lab - UX Academy

Bachelor of Science in Merchandising
University of North Texas