Joe Ohn Hur

UI/UX Designer
with 3 years of management experience

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Experience

UX Designer | PKNIC

Connecting Korean American Professionals in North America | Remote | Oct 2024 - Present

• Design and develop the user experience for PKNIC's web app, including layout structures, event cards, pop-up announcements, and features for user interaction such as posts and comments.
• Play a key role in branding and marketing, producing posters, social media content, and promotional materials to drive event participation and membership growth.
• Conduct outreach and user research to identify target audiences and optimize engagement strategies.

UX/Web Designer | Bella Hem Solar & Roofing (B2C)

Solar energy equipment supplier website | Remote | Aug - Nov 2024

• Manage the end-to-end process of redesigning the website, ensuring seamless integration of new designs and refinements directly through WordPress.
• Conduct in-depth analysis of the company's website, identifying key pain points and areas for improvement in usability and visual design.
• Perform competitive analysis of industry-leading websites to benchmark and integrate best practices into ideation and the redesign strategy.
• Develop and iterate on wireframes and prototypes, while regularly reporting directly to the CEO to ensure updates align with the company's goals.

Business Operations Manager | Botti Nails Studio, Inc.

Nail Salon Business | Wheeling, IL | Mar 2024 - Present

• Oversaw sales data and performed in-depth analysis of income, expenses, employee payroll, and utilities, ensuring accurate record-keeping and data entry in spreadsheets
• Organized and maintained inventory of nail supplies to ensure timely replenishment of stock
• Streamlined customer records, managed customer inquiries, and optimized appointment scheduling, coordinating with staff to improve overall business efficiency and enhance customer service
• Managed the setup of essential business utilities, facilitating a smooth business launch and supporting ongoing operations

Lead UX Researcher | BoardSpace (SaaS)

Board management software website | Remote | Feb - Mar 2024

• Led and conducted in-depth research into AI and automation technologies, specifically focusing on their auto-tagging functionalities.
• Engaged with industry experts and potential users to gather insights, incorporating feedback to guide the design and implementation process.
• Collaborated with a cross-functional team to integrate AI-based auto-tagging functionalities into BoardSpace software, resulting in a 20% increase in usability and success rates.

Retail Operations Manager | Hollywood Beauty Supply

Leading beauty supply retailer in the greater Detroit area | Southfield, MI | Aug 2020 - Jan 2023

• Directed and supervised a team of 30+ employees, overseeing sales operations, inventory management, and customer service to ensure optimal performance across all areas
• Analyzed weekly sales and inventory data to maintain optimal stock levels, monitor sales trends, and address product demand efficiently
• Managed vendor relationships, resolving discrepancies such as overbill notices and product returns, maintaining strong supplier performance
• Implemented inventory control measures, conducting regular audits to identify stock discrepancies and improve order accuracy, reducing stockouts and excess inventory

Education

Springboard
UI/UX Design Certificate

University of Illinois at Urbana-Champagin

UI/UX Projects

Spotter
Fitness Mobile App | Jan - Feb 2024

GramCity
Photography Mobile App | Nov 2023

Alle
Finance Mobile App | May - Oct 2023

Skills

Operations/Data

Retail Operations Management · Business Operations Management · Inventory Management · Data Analysis · Customer Service · Team Supervision

Design

Sketching · Wireframing · Prototyping · Information Architechture · Visual Design · Interaction Design

Research

User Research · Usability Testing · Affinity Mapping · User Personas · User Flows · Competitive Analysis · Heuristic Analysis

Tools

Figma · WordPress · Adobe Premiere Pro · Miro · Marvel · Microsoft Office Suite

Languages

English · Korean