

JOON S. BAE

ART DIRECTION :: UX/UI DESIGN

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PROFILE

- Highly accomplished Designer with expert proficiency in leading the development of web sites, mobile apps, and other digital content, with experience gained as a designer for Disney Interactive.
- Seasoned technical expert with extensive experience in multiple development tools, including Adobe Photoshop, Illustrator, Flash, Dreamweaver, InDesign and QuarkXpress.
- Regarded for the unique ability to implement a highly organized, analytical, and process-oriented approach to achieve results and ensure compliance with all corporate and client standards of quality.

CORE SKILLS AND COMPETECIES

Art Direction, Mobile/Web Design, UI/UX Design, Brand Management, Corporate Branding, Marketing Design, Print Design, Typography, Adobe Creative Suite, Sketch App, Marvel.

PROFESSIONAL EXPERIENCE

ABCMOUSE.COM/AGE OF LEARNING, Lead UX/UI Designer, 2015 - present

Led many innovative product development efforts for teacher/school products in Kanban and Agile environment.

- Managed 2 UX designers to create the design system to provide consistency throughout the products.
- Worked closely with product owner, Unity developers, Angular developers, and QA testers to ensure that the products were built as designed.
- Conducted usability tests and focus group tests with internal user research team to validate the design.
- Created prototypes and presented to business stakeholders.
- Iterated the process of creating an user flow, wire frame, and visual design.
- Supported the marketing email campaign that resulted 22% increase in user engagement compared to previous year.

MATTEL, Senior Digital Designer, 2014 - 2015

Proved instrumental in providing creative support for Hotwheels, Ever After High, Monster High, and Barbie brands. Provided creative support for Mattel branded sites, apps, and social media campaigns.

- Designed a fully responsive Ever After High website with the integration of the product catalog functionality.
- Created two tentpole sites for Ever After High that have the highest time spent on site out of all Mattel Core brands
- Provided UI/UX design for the Mattel Games site launch.
- Supported the social media team across the brands (Ever After High, Monster High, Barbie) and resulted 45% increase in site visitor growth in one quarter.
- Created a series of Hot Wheels promo in each round during the World Cup in Brazil.
- Strong knowledge of the Agile methodology.

DISNEY INTERACTIVE, Designer, 2005 - 2014

Fulfilled a critical role leading website and marketing design functions for this publisher and distributor of multi-platform video games and interactive entertainment worldwide. Assumed ownership of all visual solutions design spanning Disney websites, apps, advertising promotions, and social media campaigns.

- Led the development and continued maintenance of multiple web sites and pages, including Disney.com Home, Neighborhood, and Channel pages, the corporate website, the DIMG Career site, and Disney Insider Newsletter, as well as a broad portfolio of mobile games and other original content.
- Responsible for the UI design for Disney.com modules, including character modules, top song modules, and the layout for pages and the search autocomplete functionality.
- Effectively managed all visual design, with contributions towards UI design, for the redesign and relaunch of the Lucasfilm website following Disney's acquisition of the company from George Lucas.
- Envisioned, developed, and deployed rich media online banners in support of advertising sales efforts, promoting properties that included Xbox, Disney Vacation Club, Hannah Montana, Camp Rock, HP, and Ice Age 2.
- Worked with social media managers to leverage the power and reach of the Internet to engage with demographics across Facebook, Twitter, Tumblr, Pinterest, and Google+.

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PROFESSIONAL EXPERIENCE

DESIGN CULTURE, INC., Partner and Creative Director, 2002 - 2005

Consulted extensively with clients to define, focus, and clarify business requirements, leading to the development of innovative interactive and print projects narrowly tailored to meet the unique needs of each account. Engaged in a full spectrum of project management functions, from client meetings to budgets, scheduling, and creative design. Amassed a portfolio of work that includes web sites built in HTML and Flash.

- Innovated all corporate branding design and collateral for the Tokyo-based technology company Yappa Corporation; created a logo, brochure, software packaging, and website.
- Created Flash-enabled websites for a diverse roster of clients that included a real estate development company, a design studio, and an architecture studio.

FRONTERA CORPORATION (IDEALAB COMPANY), Designer, 1999 - 2002

Instrumental in supporting the efforts of the sales team of this website development company, contributing to the acquisition of new agreements with clients that included *Wherehouse Music*, *Pioneer*, and the *Alliance for Student Achievement*. Created sales pitch mock-ups, followed by the post-sale design of new websites and maintenance of sites for existing clients.

- Coordinated efforts with the internal marketing department to design and produce prepress-ready brochures, event invitations, and whitepapers.

EDUCATION

ART CENTER COLLEGE OF DESIGN, Fall 1996 - Spring 1999

Master of Fine Arts in Communication and New Media Design

Thesis Project: "Virtual Lego World"

ART CENTER COLLEGE OF DESIGN, Summer 1993 - Summer 1996

Bachelor of Fine Arts in Graphic and Packaging Design with Honors