

Sky (Haneul) Song

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EDUCATION

Master of Information Systems Management

Brigham Young University - Marriott School of Business

Provo, UT

Apr 2026

- GPA 3.93 / 4.00
- Coursework: User Experience Design, IS Product Management, Project Management & System Design, Managing Software Startup, Mobile Platform Development, Computer Programming
- Marketing Lead, Koran Business Student Association (KBSA) (2022-2024)

SKILLS AND CERTIFICATIONS

- **Tools:** Figma, Adobe (Photoshop, Illustrator, XD), HTML/CSS, JavaScript, React, GitHub, AWS
- **UX Research & Testing:** User Interviews, A/B Testing, Usability Testing, Information Architecture
- **UX/UI Portfolio:** <https://skysonguxdesign.com>
- **Certifications:** AWS Cloud Practitioner (Jul 2027), FinOps Certified Practitioner (Feb 2027)
- **Military Service:** Squad Lead & K1E1 Tank Driver, Republic of Korea Army (2018-2020)

PROJECTS

KCut Connect AI - Korean Hair Designer Matching & Booking platform

UX/UI Designer • Web Developer

Startup Project

Sep 2025 - Dec 2025

- Conducted 20+ user interviews and ran two validation cycles to design a stylist discovery and booking flow, cutting average booking time by 40% (6.5 to 3.8 minutes) in usability testing
- Improved website credibility by implementing stylist reviews and ratings in front-end, raising trust scores to 95% after initial validation

AWS AI Cost Estimator

Product Manager

Research Project

Jan 2025 - Apr 2025

- Diagnosed overly complex, input-heavy workflows in the AWS Cost Calculator and restructured the experience into an AI-guided chat flow, cutting estimation steps by 60%
- Defined MVP scope and priorities with MoSCoW, PRD, and Kano, shortening scenario edit cycles and improving user confidence by 70% during usability testing

AI Ad Video Generator

UX/UI Designer • Front-End Engineer

Google AI Hackathon

June 2024 - July 2024

- Designed and shipped an end-to-end UI within a 3-day sprint by benchmarking five top-rated AI video tools, distilling common interaction patterns into a streamlined prompt, preview, and export flow
- Built a React front-end with state-driven components and mock data, enabling rapid UI iteration without backend dependency and shortening iteration cycles by 25%

EXPERIENCE

UX/UI Designer • Front-End Engineer – Scripture Citation Index Web App

Brigham Young University, Information Systems Department | Prof. Steve Liddle

Provo, UT

Sep 2025 - Present

- Redesigned the UX for a live platform serving 1,000+ users, replacing a legacy text-heavy interface with a modern, search-first experience and eliminating 30% of lookup steps
- Enabled implementation to start 7 days earlier by conducting 15+ user interviews and translating insights into clear design artifacts (flows, wireframes, prototypes)

Identity & Access Management Intern

The Church of Jesus Christ of Latter-day Saints | Faith Cowley.

Riverton, UT

Apr 2025 - Aug 2025

- Identified MFA usability issues through 5 Applitools-based UX testing cycles, documenting findings and helping resolve ~80% of issues before release for a sign-in widget used by 10M+ users
- Supported 300+ users with access and login issues through 1:1 guidance, clarifying requirements and confirming resolution in real time