

Sky (Haneul) Song

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UX/UI Designer driven by measurable outcomes and thoughtful systems design. I turn ambiguous project challenges into intuitive, scalable experiences by blending user research, design system, and frontend execution

EDUCATION

Master of Information Systems Management

Brigham Young University | Marriott School of Business

Provo, UT

Apr 2026

- GPA 3.9 / 4.00
- **Professional Focus:** UX Design, Digital Product Management, Project Management & System Design
- **Activities:** Marketing Lead, Korean Business Student Association (KBSA) (2022-2024)

EXPERIENCE

UX/UI Designer

Brigham Young University | Scripture Citation Index Redesign Project

Provo, UT

Apr 2025 - Present

- Doubled user satisfaction (2.4 to 4.8/5.0) by building and implementing a centralized design systems and implementing motion-driven React interactions to enhance visual hierarchy
- Reduced search time by 67% (45s to 15s) while maintaining 100% task completion by restructuring global search and optimizing filters based on user research insights
- Boosted user engagement ratings by 135% (2.0 to 4.7/5.0) by refining the reading flow with a distraction-free layout and seamless section transitions to minimize cognitive load
- Facilitated cross-functional alignment by presenting technical UX specifications to the Information Systems department, ensuring 100% data accuracy through refactored backend logic

Identity & Access Management Intern

The Church of Jesus Christ of Latter-day Saints

Riverton, UT

Apr 2025 - Aug 2025

- Optimized internal workflows for 320+ users by applying User-Centered Design to IAM request flows via Okta (SAML, OIDC) and least-privilege security policies
- Increased weekly throughput by 23% by building a GenAI search assistant, reducing manual lookup time for complex procedural documentation
- Accelerated audit cycles by 70% (7 days to 2 days) by engineering a Python automation script that reconciled group memberships with 100% accuracy

PROJECTS

UX/UI Designer

Glod AI | Full case study: skysonguxdesign.com

Google AI Hackathon

Jul 2024

- Translated complex AI creation into a seamless UX by synthesizing user insights into high-fidelity React prototypes using Material Design for a generative video platform
- Orchestrated end-to-end generative media production by storyboarding and optimizing visual pacing in CapCut to demonstrate AI-first video capabilities

UX/UI Design Lead

TrackFood | Full case study: skysonguxdesign.com

UXUI Team Project

Jan 2024 – Apr 2024

- Designed an AI-driven grocery UX that mitigates food waste through expiration tracking and non-deterministic meal suggestions based on inventory
- Enhanced user trust rate by 92% (2.5 to 4.8) by introducing a scan-review-edit step, ensuring 99% data accuracy and reducing user friction in automated suggestions

SKILLS AND CERTIFICATIONS

- **Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator), CapCut, HTML/CSS, JavaScript, React, Python, GitHub, AWS
- **UX Method:** Storyboarding, Material Design, Design Systems, User Flows, Wireframing, High-Fidelity Prototyping, Usability Testing, Information Architecture
- **Certification:** AWS Cloud Practitioner (Jul 2027), FinOps Certified Practitioner (Feb 2027)