
SOUL KANG

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Permanent resident

SUMMARY

I am a UX architect/designer, and product manager who has 9+ years' experience in planning, leading various IT projects and launching them successfully. My past projects range from websites, e-Commerce, blog/media, promotions, and iOS/Android apps. I enjoy collaborating with talented people and also love to learn new technologies and create something new. My key competencies can be summarised as follows:

- Digital product and development management: websites and iOS, Android mobile applications.
- Creating delightful user experiences: concept and strategy, clear wire-framing, and prototyping using POP app, Axure RP, Sketch, Proto.io etc.

Portfolio - www.soulkang.net

SKILLS/TOOLS

- Excellent skills for creating wireframes and prototype with various tools: Marvel, Axure, Proto.io, Sketch, InVision, Craft
- Professional documentation skills with Microsoft Office, iWorks, Google Docs
- Project management and issue tracking tools: RedMine, Trello, Basecamp, Jira
- Marketing/Analysing tools: Google Analytics
- Basic HTML, CSS skills, Web Inspector/Firebug
- A wide range of knowledge and experiences with Agile/Scrum
- Engaged Storytelling and excellent presentation skills for persuading other staff

EXPERIENCE

UX DESIGNER, SITEMINDER; SYDNEY, AUSTRALIA – 2017 - PRESENT

Working as a UX designer for the main product of the company, The Channel Manager, which empowers hotels to attract, reach and convert guests across the globe for the hotel industry with more than 26,000 hotel customers and 550 of the industry's top connectivity providers as partners. I am responsible from UX research and analysis to the end user experience including building UX strategy, Usability testing, Wireframing, Prototyping and iteration.

SENIOR UX DESIGNER, MOZO; SYDNEY, AUSTRALIA – JAN 2017 - NOV 2017

As the only UX designer at Mozo, I have a broad range of responsibilities in the product development: BA, user research, competitors analysis, UX design and UI design management for the responsive website of Mozo. Dealing with a 10-year old product, I need to "divide and conquer" requirements in order to meet business expectations. I work closely with internal stakeholders to make day-to-day incremental improvements as well as

pursuing the brand strategy as a long term transformation of the website. As a result, one of the UX improvement projects successfully increased by 30% its pages' conversion rate.

Tools: Sketch, Proto.io, InVision, Google Analytics, Mouseflow, Crazy Egg, RedMine, Jira, Trello

FREELANCE IT SPECIALIST; SYDNEY, AUSTRALIA – 2015 - 2016

As an IT Specialist, I am currently working with MET to promote its Skype tuition programme to potential overseas customers through their new website. I am responsible for marketing strategy, content management, and UX analysis of the website.

SENIOR UX ARCHITECT/PRODUCT MANAGER, SK PLANET; SEOUL, KOREA – 2012-2014

I was responsible for improving their mobile services (Tictoc and Gurum) to gain traction in the global market. My responsibilities spanned every phase of the product lifecycle: pre-development research, executing strategic decisions, UX architecture, wire-framing, leading the development team through the development, liaising with up to 5 different external teams, release management, post-launch analysis and operations.

- ▶ One of the unique features of the Sticker Studio of Tictoc is that it allows users to make stickers out of their own photos and send them to friends within the app. This product was later featured in TicToc's TV commercials in Turkey and has been used by millions of global users.
- ▶ Building key features of Gurum, which included automatic meta-data tagging (location, time, date, and weather, etc.) on uploaded photos.

Platform: iOS, Android, Java(back-end),HTML,CSS / Tools: Pop, Google Analytics, RedMine,Trello

SENIOR UX RESEARCHER, RAON SQUARE; SEOUL, KOREA – 2012-2012

I was responsible for UX research/analysis, planning a UX strategy and creating a proposal for major events, promotional campaigns for companies, government offices, and public organisations. I created all the documents ranging from the user analysis reports to the final presentation to winning the contract.

- ▶ Created successful UX development proposals for many large companies in Korea, SK Telecom, Ambassador Hotel, Everland theme park, CGV multiplex, and KIA motors.

UX DESIGNER/PRODUCT MANAGER, TNM MEDIA; SEOUL, KOREA – 2011-2012

TNM Media is the largest blogger agency in South Korea. My responsibilities ranged from building the brand's concept strategy and naming to designing the user experience for the end users and content editors such as bloggers and writers. I was also in charge of managing the development of the products as the project manager and UX designer.

- ▶ Rebranded and redesigned an existing RSS reader, 'Eagle' for the iPad to execute the concept.

- ▶ Created a highly interactive teaser website for 'Kurry' using a parallax effect which was designed to be interactive and visual, so that users are able to understand the context without reading the details.

Platform: iOS, HTML, CSS, PHP, JavaScript, Parallax effect, / Tools: Google Analytics

UX DESIGNER/PROJECT MANAGER, STORY OF A SECRET STATE; MELBOURNE, AUSTRALIA – 2009-2010

Story of a Secret State was a group art exhibition that illustrated the human rights violations taking place in North Korea. The exhibition brought a seldom heard story to a listening Australian audience, and involved the collaboration of 11 artists from six countries. I was responsible for compiling the narratives of the whole exhibition from testimonies and documentaries and arranging it.

- ▶ Distributed each story and the concepts to the artists and planned the official website.
- ▶ Selected as part of the Melbourne International Human Rights Art and Film Festival in 2010, and was held in Sydney three times: twice in 2011 and May 2015.

Platform: HTML, CSS, Wordpress / Tools: Google Docs, Google Analytics

UX DESIGNER/PRODUCT MANAGER, KOREACENTER.COM; SEOUL, KOREA – 2006-2009

Koreacenter.com is a leading e-Commerce hosting provider. As a junior product manager I was responsible not only for product management, but also developing a new business concept with a marketing strategy, content management, and creating a user experience using wireframes.

- ▶ Launched 'MALLTB', the first video editing and streaming service for sellers in South Korea.
- ▶ The project team was promoted as an independent division after a successful launch.

Platform: HTML, CSS, PHP, H.264, Adobe Flash, ffmpeg, Linux, JavaScript, MySQL / Tools: Google Analytics

EDUCATION

UNIVERSITY OF SYDNEY; SYDNEY, AUSTRALIA – 2017-2019

- Master of Interaction Design and Electronic Arts

GENERAL ASSEMBLY; SYDNEY, AUSTRALIA – 2015-2016

- User Experience Design Course

THE NORTHERN SYDNEY INSTITUTE, PART OF TAFE; SYDNEY, AUSTRALIA – 2014

- English for Academic Purposes Certificate IV Course

LA CUISINE, SEOUL, KOREA – 2010

- Professional Food Coordination Course

JEJU NATIONAL UNIVERSITY; JEJU, KOREA – 2007

- Bachelor of Business Administration and Bachelor of Tourism Science

- Double degree in Tourism Management and Tourism Development

AWARDS AND HONOURS

UNIVERSITY OF SYDNEY; SYDNEY, AUSTRALIA – 2018

- Dean's list of Excellence in Academic Performance

THE 3RD BIO-ISLAND INDUSTRIAL CONTEST; JEJU, KOREA – 2006

- 1st Prize in the Ideas Sector

INTERESTS

A yoga devotee, passionate food lover, and creator of cooking videos for singles.