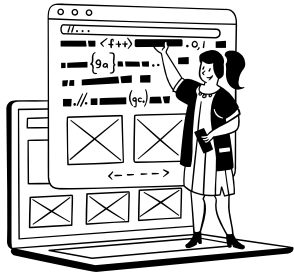


Hajeong Hwang

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Education

University of Washington, Seattle
Seattle, WA

M.S. in Human Centered Design and Engineering
Sep 2025 - Expected Graduation: Jun 2027

University of California, Los Angeles
Los Angeles, CA

B.A. in International Development Studies
minor in Digital Humanities
Sep 2023 - Jun 2025

Skills

User Research · User Flow · Wire Framing ·
Prototyping · Usability Testing · Data Analysis · Data
Visualization · HTML/CSS · Storytelling ·
Information Architecture

Tools

Figma · Sketch · Adobe XD · Photoshop · Illustrator ·
QGIS · ArcGIS · Framer · Word · Excel · Powerpoint ·
Notion · Slack

Awards & Certification

2025 Los Angeles Geospatial Competition
(Selected for presentation)

Foundations of UX Design (Google)

Experience

Product Designer @ Mavericks in Motion Inc.

May 2025 – Aug 2025 | Seoul, South Korea

[B2C wellness **start-up**]

- **Managed 10+ prototyping & user testing**, and designed a new AI feature that recommends users with a personalized routine.
- **Collaborated cross functionality** with front and back-end engineers and project manager.
- Assisted project manager to accelerate investment in early stage start-up, received support through the Preliminary Startup Package program and secured a grant of **30 million KRW**

UX/UI Designer @ Creative Labs.

Jan 2025 – Mar 2025 | Los Angeles, California

[**Community service** mobile app]

- Designed Ripple, a mobile app that gamifies small contributions, empowering users to make a donation through community services
- Prepared and reported weekly updates of the project while facilitating effective communication between co-designer and developers

Digital Marketing Intern @ Telechips.

June 2024 – Sep 2024 | Gyeonggi, South Korea

[Fabless **semiconductor company**]

- Designed an engaging marketing flyer with the intention of semiconductor company's Single Board Computer (SBC), TOPST after conducting market research and identifying a unique strength that sets it apart in SBC industry
- Prepared weekly updates for 8 weeks and created a report every month, tracking growth and success rates of marketing campaigns

Projects

Overleaf Re-design @ University of Washington

Jun 2025 – Sep 2025

[**University of Washington, Design for Passion 2025**]

- Conducted direct interview with 6+ interviewees collaborating with UX researcher, and found out 3 main pain points that frustrates users while using current Overleaf
- **Improved auto fix and suggestion flow** through re-designed AI feature, that makes users easier to understand the errors and search through the correct type of suggestion needed

Duo Mobile App Re-design

Sep 2024 – Nov 2024

[Personal Project]

- Conducted direct interviews with 7 interviewees with the intention of solving existing problems of the current design of Duo Mobile; found out users wanted more seamless and diverse ways of verifications
- Provided users with a re-designed app interface with new web interfaces that **increased user satisfaction by 44.8% and perceived ease of use by 21.1%**