

JOHN PAK

UX Designer / Content Strategist

✉ contact.johnpak@gmail.com
☎ (669)588-6066
🌐 <https://johnmarkpak.com>
🌐 [linkedin.com/in/johnmpak](https://www.linkedin.com/in/johnmpak)

EXPERIENCE

Co-Founder / UX Designer / Content Strategist

Bounce Quintessence – Taipei, Taiwan
03/2016 – Currently

- Increased online sales revenue by 400% during the last 2 years during COVID. Increased profit margins by 70% by negotiating exclusive distribution rights with manufacturers.
- Designed and delivered major user touchpoints, lead for developing company and product branding, sole lead for all S2P (Source to Pay), lead in business development.

UX/UI Designer (Volunteer Project)

Citylight – Taipei, Taiwan
07/2020 – 01/2022

- Increased traffic by 75%, improved bounce rate by 22%, and increased unique visitors by 60% after revamping the website based on user research.
- Created a consistent style guide, high-fidelity wireframes, user research interviews, and delivered a more inclusive website which has become a valuable hub for members and new comers to stay connected and informed.

UX Researcher / UX Designer

Knowable.ai – Massachusetts (Worked remotely in CA and Taiwan)
04/2016 – 05/2017

- Proved 90% app viability by providing quantitative and qualitative research to understand users' needs and wants.
- Created surveys, personal interviews, card sorting sessions, personas, wireframes, prototypes, and working web-based prototype using HTML 5, CSS, Java Script to test viability and usability.

Lead English UX Writer

ETU – Big Data – Taipei, Taiwan
02/2012 – 08/2015

- Spearheaded the English Content writing team to rewrite translations for better clarity and contextual content for better user experience while proofreading for grammar and punctuation errors.
- Elevated the quality of English related translations for news releases, brochures, executive PowerPoint presentations, executive speeches, manuals, and their entire website content launching ETU's brand globally to compete with Apache and Hadoop.

SKILLS

Software:

Figma, Sketch, Balsamiq, Axure, POP, Photoshop, Illustrator, Premiere Pro, Affinity Designer, Keynote, Office, WordPress

Tools:

Surveys, User Research, User Interviews, Card Sorting, Journey Maps, Personas, Wireframes, Prototyping, Photography, Content Writing, Video Editing, Branding, Project Management, Sales

Soft Skills:

Stakeholder Management, Critical Thinker, Problem Solver, Cross Functional Collaboration, Multi-Dimensional Communicator, Strong Storyteller and Presenter, Big-Picture Thinker, Empathy Driven Leadership

EDUCATION

UX Design Immersive Program

General Assembly – Santa Monica

B.A. Asian American Studies

University of California – Santa Barbara