# Sinae Bak

PRODUCT DESIGNER (UX/UI)

*Observant researcher and a lifetime learner. I work at the forefront of technology where I could help digest complex problems into straightforward user experiences.*

🔗 https://sinaebak.com/
in linkedin.com/in/sinae-bak/
✉ piaoxinai30@gmail.com
📞 +1 (778)513-3642

## EXPERIENCE

### UX designer & researcher at Schneider Electric

May 2022 - Present, Vancouver, Canada

• Designed a physical electrical device's user interface alongside the cross-functional team to release the product and enhance new features with regular usability tests

• Led weekly UX meeting as a solo designer with CCB level stakeholders by presenting design updates and utilized the constructive feedback to develop the product

• Redesign the license order management tool (web cloud interface) by closely communicating with a product owner and developers in a strong agile environment to advocate internal and external users

• Developed discovery stage by conducting user research such as creating clear user personas and product userflow to bring up more intuitive workflow for customers

### Freelance Product Designer (UX/UI) at Sinae Product Design

December 2020 - March 2022, Vancouver, Canada

• Designed UX/UI for mobile applications and its branding based on customers' requirements through an iterated design process including wireframes, prototyping, usability test, and mockups

• Created end-to-end design solutions for a machine learning data monitoring app by closely collaborating with other stakeholders

## EDUCATION

### Post-degree Diploma, Web and Mobile App Design

Langara College, 2020 - 2021
Graduation with distinction, 4 times Dean's honor roll

### Master of Philosophy, International Relations

Zhejiang University, 2015 - 2018
CSC full scholarship

### Bachelor of Arts, Political Science and International Relations

Yonsei University, 2009 - 2015

## SKILLS

User Research
Survey
Usability Test
User Interview
Competitive Analysis
Userflow
Wireframing
Mockups
Prototyping
Branding
Design System
Visual Design
Video Editing

## TOOLS

Figma
Adobe Creative Suite
Dovetail
HTML/CSS
JavaScript
WordPress
Visual Studio Code

## ACCOMPLISHMENTS

Capstone Project 2nd Place
Released:
Stepaw (Android)
Milog(iOS)
Hack the North 2021