Hyorim Park

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Professional Profile

I am an accomplished and forward-thinking UX researcher with a proven track record of patents and international experience. Employing human-centered design practices, I leverage my analytical mindset and innovative thinking to craft meaningful, user-centric experiences that enhance lives in the digital world.

Experience

Senior UX Researcher | Ventera | Reston, VA | April 2018 – Current

Lead end-to-end user research for 4 projects within a fast-paced, agile team of 80+ members developing cloud-based applications for federal healthcare technology products. Plan, conduct, and analyze user research to gain insights into user needs and identify areas for improvement. Communicate and present research findings to drive actionable design decisions and product development. Strategize data-driven solutions to address user needs while aligning with business goals.

- Conducted more than 20 user research studies using a combination of qualitative and quantitative methods, resulting in the successful integration of 210+ UX enhancements across all applications for continuous improvements.
- Implemented a single login system and integrated embedded applications, leading to a notable 17% increase in user satisfaction for a user base of 350,000+.
- Cultivated a user-centric approach and fostered a culture of data-driven decision making within cross-functional teams and business stakeholders.

Senior UX Researcher | Becton, Dickinson and Company (BD) | Reston, VA | Nov 2017 - Jan 2018

Planned and conducted qualitative user research including in-depth interview and usability testing to develop mobile diabetes management applications.

- Contributed significantly to the initial development of BD's pioneering consumer-focused mobile application designed to assist with insulin injection and dosage tracking in diabetes management, resulting in a successful market launch.

UX Researcher and Strategist | LG Electronics | Seoul, South Korea | Oct 2009 – Apr 2017

Led UX research and strategy for mobile devices, TVs, Electronic Vehicles, and upcoming smart home appliances to build product UX roadmap. Converted foundational design strategy, evolving product requirements, and tech constraints into innovative digital mockups and prototypes. Collaborated closely with product, business, and marketing teams to develop research plans, conduct and execute research activities, and drive forward design work and product decision-making.

- Developed more than 100 new UX functionalities and recommendations that enhanced LG products and services prior to their launch.
- Invented 56 US patents, including 31 for innovative interactions, 12 for UI enhancements, and 12 for cutting-edge UX functionalities, ensuring exclusive ownership and safeguarding against competitors.
- Successfully Launched "LG Easy TV", a smart TV that revolutionized user interaction and UI to enhance usability, achieving remarkable reception in both domestic (Korea) and global markets.
- Created corporate UX guidelines for LG mobile applications and established notification standards.

Patents

176 UX Patents (56 US / 38 Europe / 33 Korea / 38 Others) have been filed and issued.

- Microsoft has assumed ownership of two patents (US88727235, US8502780), related to head-mounted displays, for which I am the sole inventor.

Education
M.S. Human – Computer Interaction (HCI), Georgia Institute of Technology | Atlanta, GA | May 2009
B.S. Computer Science, minor in Education. Sookmyung Women's University | South Korea | Aug 2007

UX Research Skills
- **Qualitative methods**: Affinity diagramming, Benchmark studies, Cognitive walkthrough Competitive evaluation, Conceptual design, Contextual inquiry, Design thinking, Diary study, Ethnography, Heuristic evaluation, Interviewing, Journey mapping, Mental modeling, Personas, Scenarios, Sketching, Specification, Storyboards. Strategy development, Task flows, Usability testing, UX audit, Wireframing, Workflow modeling
- **Quantitative methods**: A/B testing, Card sorting, Click testing, Survey design, Tree testing
- **Research tools**: Qualtrics, SurveyMonkey, Optimal Workshop, Figma, Miro, Mural, Dovetail
- **Productivity tools**: Google Workplace, Microsoft Office, Confluence, Jira

Certificates
- NN/g (Nielsen Norman Group) Certificate in UX research
- Certified SAFe 4 Practitioner
- Level 2 TRIZ specialist