

Timothy Park

NYC based Product Designer

Experience

VTS | Product Design Intern

June 2021 - Aug 2021

Working on the Customer Adoptions team tasked with solving blockers for strategic clients including Brookfield India, Ivanhoe Cambridge and Oxford. I have improved percentage rent model inputs and am creating new dynamic workflows on the proposal making dashboard for income escalations, ultimately establishing scalable design patterns across the platform.

Collaborating with the design team to create a new design system through audits of existing systems and making new VTS components through Figma.

SellerBench | UX Design Intern

May 2020 - July 2020

Led the website redesign focusing on clearly communicating client offerings with a fresh visual identity and marketing language. Directed and photographed the team to create visual assets. Designed User Interface for a tool that helps clients personally manage damaged inventory at Amazon Warehouses. Prototyped new client onboarding system.

Foursquare | Product Design & Data Support Intern

Jan 2019 - May 2019

Worked with the Product Design Team to conduct UX research on Foursquare's Developer Console redesign project and synthesized research findings. Initiated and wireframed the redesign of an internal admin-panel page to optimize and improve team workflow.

Performed data analysis and harmonized location data from 2nd and 3rd data sources with Foursquare's 1st party data sets to increase accuracy for client offerings. Maintained, audited, and updated data that enabled Product and Engineering teams to improve machine learning models.

Instabot.io | Business Development Associate

July 2017 - Oct 2018

Owned lead generation campaigns and pre-sale strategies by A/B testing email templates that lead to the highest Click-through and Response rates. Onboarded new clients and provided technical support. Consulted the Product Team to prioritize new releases and features to the product roadmap. Project Managed creative campaigns for marketing emails and increased CTR by 200%. Led the design and distribution of client support materials for post-sales processes.

Tumblr | Audience Development Intern

June 2016 - Dec 2016

Collaborated with product team to craft product marketing push notifications, sending over 100 million pushes and bringing back +44% engagement. Managed and scheduled social media posts with 200+ million impressions over a period of 6 months. Researched and identified new market segments. Assisted in project management for email template redesign.

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Education

The Pratt Institute

Communications Design MFA
Graduated May 2021

New York University

Music Business BM
Graduated May 2017

Skills

Tools

Figma
Sketch
Invision
Principle
Adobe CC
Webflow
Zeplin
Jira

Design

User Research
Wireframing
Information Architecture
Rapid Prototyping
Visual Design
Usability Testing
Art Direction
HTML/CSS