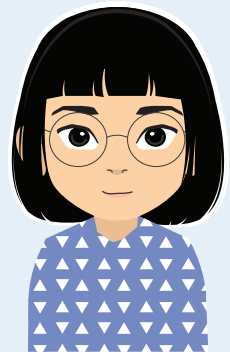# Christina Park

Designer with a passion for the study of people and the ecosystem in which they exist to solve complex business problems by focusing on human problems. I turn ideas into delightful experiences.

bit.ly/parkchristina | christinapark114@gmail.com | +1 647-782-6987

Work Experience

User Experience Researcher & Designer
IBM | July 2019-Current
- Conduct research and co-design involving 85+ stakeholders for end-to-end AI offerings brand, applying the Enterprise Design Thinking framework to Go to Market sales strategy (i.e. product naming, branding, packaging, and positioning).
Outcome: New offering name, AI sales strategy, Sales enablement tool.
- Co-deliver UX, Visual & UI design for a deep learning software to empower customers to take AI from experimentation to production.
Outcome: GUI re-design bridging the Data Science workflow gaps for major selling features using IBM Carbon Design System.
- Graduated Winter 2020 Patterns Education program. Led and managed a team of 4 Designers and 2 Product Managers through research and design of learning content management platform.
Outcome: Design proposal and UI design of content management website and recommendation of off-the shelf CMS solutions.

Education Content Translator
Open P-TECH, IBM | 2020-Current
- Translate blockchain educational contents and storyboards for a professional and technical skill-building online platform for students.
Outcome: Translate instructional copy on Blockchain to English.

Game Developer & User Tester
Centivizer | April-July 2019
- Worked with a cross-disciplinary team of product managers, developers, and researchers to design, implement, evaluate, and test novel games and activities for people with dementia in long-term care. Defined the overall flow of the games and led branding and visual design for the company and its products. *Outcome: New brand guideline, Game assets design, Improved game workflow.*

User Experience Researcher & Designer
eCampusOntario | Sept. 2018-April 2019
- Managed a team of 4 designers leading user research using human-centred design methodology to define problems, generate and collect qualitative data, synthesize, ideate, prototype, conduct user testing, working towards the design of mobile application solutions that address key challenges facing students' academic transfer experiences. *Outcome: Deliver research findings at TESS conference, Presented design proposal and recommendations to the client: ONCAT.*

Certifications

2020
- IBM Agile Explorer
- IBM Security and Privacy by Design
- IBM Advancing Accessibility
- IBM Enterprise Design Thinking Co-Creator

2019
- IBM Enterprise Design Thinking for AI
- IBM Enterprise Design Thinking Practitioner
- Intro to Web Accessibility

2017
- Ontario Certified Teacher

Education

Master of Information in User Experience Design
University of Toronto | 2017-2019

Bachelor of Fine Arts in Visual Arts & Art History
York University | 2012-2017
- Summa Cum Laude

Bachelor of Education
York University | 2012-2017
- Visual Arts & Math
- Specialization in International Education

**Bachelor of Fine Arts in Visual Communication**
Bauhaus Universitat Weimar | 2015-2016
- B2.2 German

Christina Park

As a former educator who worked with diverse populations, my superpowers are exceptional communication skills, passion for learning, excellent organization skills, and relationship & community-building strategies.

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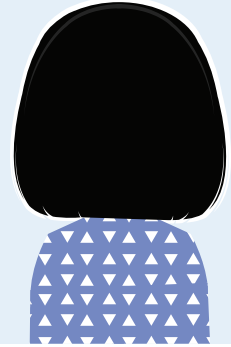
UX Researcher & Designer
Ample Labs - Non-profit Organization | 2019
- Conducted user research to empower those facing homelessness using technology. Created data-driven re-design of a partnership and sponsor recruitment website. *Outcome: Website re-design with new brand guideline and information architecture. Added sponsorship page.*

Co-Founder & Director of Product Design
SustainED Group - Non-profit Organization | 2018-2019
- Managed the product and curriculum design of educational modules for sustainability education. The organization was supported by the Next36 accelerator program.

Graphic Designer
Faculty of Information, University of Toronto | Sept. 2017-March 2019
- Designed digital and print promotional materials for web, TV screen ads, and social media. Assisted with photo and video editing for promotional videos. *Outcome: Virtual tour video, Increased recruiment event attendance rate by more than 200%.*

Industry Participation

DESIGN COACHING

IBM Sales Summit
2020
Shared expertise in running remote design thinking workshops and design education to sales interns.

IBM Canada Design Summit
2019
Facilitated workshop for industry and academia partnership during the conference.

IBM Developer JumpStart
2019
Coached a small team of entry-level software and hardware developers as part of the 2-year education program.

HACKATHON

Adobe Creative Jam
UX & UI | 2020
Designed a mobile app to improve access to safety net services for farmworkers.

Innovating for Canada: We vs. Virus Hackathon
Research & UI | 2020
Designed a mobile interface to help people follow Covid-19 safety measures.

Next 36 Startup Sprint
Designer & Entrepreneur | 2018
Won first place with smart city mobile and desktop application that increase privacy and security in high rise buildings.

Talks

Use Design to Solve Student Problems, *Technology and Education Seminar and Showcase (TESS), 2019*
Human Centred Design in Education, *Digital Pedagogy Lab, 2019*

Publication

Aestheticizing Public Space and Right to the City, *The Six Hundred* 2017

Interests

Awards

2019
- IBM Super Learner
- Innovative Design for Accessibility Award

2018
- First place winner at Next36 Startup Sprint
- RBC Diversity Scholarship

2017
- Social Innovation Award
- Art History Essay Award
- CIBC Interdisciplinary Arts Practice Scholarship

2016
- International Mobility Award