







# BUDDYCHUNG

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Innovative and results-driven Design Leader specializing in user experience, visual design and accessibility. Expert in creating intuitive, user-centered designs that enhance user satisfaction and engagement across digital platforms. Proven track record in working with cross-functional teams, driving design strategies, and implementing accessibility standards to ensure inclusive experiences for all users.

## DESIGN EXPERIENCE

2019 - Present

### Senior User Experience Designer

University of Southern California, Los Angeles, CA - [usc.edu](https://www.usc.edu)

User experience designer for major web application redesign projects, combining User Centered Design and Agile methodology to create digital products that improve student experience. Collaborated with Accessibility Product Owners to design websites compliant with accessibility standards, specifically WCAG 2.1.

2018-2019

### User Experience/User Interface Designer

UCLA External Affairs, Los Angeles, CA - [ucla.edu](https://www.ucla.edu)

Worked with stakeholders to provide guidance for Web app UX/UI best practices, created wireframes, designs, and clickable prototypes for the new Gift Donor Portal and Gift Tracking web apps, and established working relationships with cross-functional stakeholders.

2017-2018

### Senior Visual Designer

Perficient Digital, Irvine, CA - [perficientdigital.com](https://www.perficientdigital.com), [cedars-sinai.com](https://www.cedars-sinai.com)

Redesigned the Cedars-Sinai website for better accessibility across different devices. Created and maintained a design style guide to be used by the client after project completion. Provided the client with guidance on UX best practices.

2016-2017

### Interactive Art Director

Army & Air Force Exchange Services, Dallas, TX - [shopmyexchange.com](https://www.shopmyexchange.com)

Managed a team of designers and copywriters. Art directed and led UX of the new responsive e-commerce website, email, mobile app as well as store digital signage.

2009-2016

### Design Director

Lifescript, Newport Beach, CA - [lifescript.com](https://www.lifescript.com)

Managed a team of designers and served as the design lead for lifescript.com. Revamped the site into responsive web design. Worked with the SEO team to optimize article pages, which resulted in increased customer conversion and engagement.

2008-2009

### Visual Designer

Walt Disney Interactive Media Group, North Hollywood, CA - [family.com](https://www.family.com)

Online and flash designer for a wide variety of digital design initiatives which include concept development, web, banner ads, & flash design. Assisted lead designers, art and creative directors on a site redesign for familyfun.com and family.com

## EDUCATIONS

Dec 2024  
(Expected)

University of Southern California, Los Angeles, CA  
M.S. | Integrated Design, Business, and Technology

Jan 2017

Southern Methodist University, Dallas, TX  
User Experience Design Certification

May 2005

California State University, Long Beach, CA  
B.A. | Studio arts/Graphic Design

## TOOLS

Sketch, Figma, FigJam, Photoshop, Illustrator,  
InDesign, After Effects, Premiere, HTML and  
CSS, Invision, Jira, Confluence, Miro, Mural,  
Wordpress, Salesforce, Dovetails, Qualtrics,  
Google Analytics, Canva