

# IRIS MINJI

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## EXPERIENCE

### HENKEL CONSUMER BRANDS - PRAVANA

#### DIGITAL VISUAL DESIGNER | 02.2023 - PRESENT

- Collaborate closely with the multimedia manager to craft and refine visual imagery for websites, email marketing, and social media platforms, aligning closely with the company's branding guidelines.
- Proficiently capture professional-grade photographs both in studio settings and on location, adeptly retouching images as necessary to maintain quality standards.
- Proactively propose innovative creative concepts aimed at surpassing predefined goals and objectives, ensuring an elevated and impactful brand presence across all channels.

#### UX DESIGNER & CONTENT MANAGER | 01.2022 - 01.2023

- Maintained a cohesive visual identity and consistently high-quality content, aligning closely with company branding to ensure a unified customer experience.
- Established a robust framework to streamline website migration processes, laying the groundwork for smooth transitions and efficient updates.
- Spearheaded the implementation of new inbound marketing strategies, including content development and search engine optimization tactics, resulting in a notable 20% boost in website traffic.
- Led an in-depth user analytics initiative, leveraging insights into product specifications and user psychology to enhance marketing and sales efforts, ultimately driving improved performance and customer engagement.

### SOCIAL MEDIA CONTENT CREATION

#### VIDEOGRAPHER + PROJECT MANAGER | 08.2022 - PRESENT

- Manage all aspects of video production from concept to completion, including client consultation, storyboarding, scheduling, budgeting, and final delivery
- Produce content for social media platforms like Instagram, TikTok, and YouTube
- Set up and operate lighting and sound equipment to ensure optimal video and audio quality during shoots
- Work closely with clients to understand their vision and objectives, providing creative input and ensuring the final product aligns with their expectations
- Shoot high-quality video footage for various content creators and businesses

### LEAGUE OF WOMEN VOTERS

#### UX/UI DESIGNER | 05.2021 - 06.2021

- Lead a team of UX/UI designers through all phases of research and redesign
- Restructured the backend CMS, which required a revamp of the information architecture of the website
- Managed clear communication channels with the main stakeholders and super-users of the CMS system, and implemented service designs for targeted user groups

## SKILLS

User Experience Design  
User Interface Design  
HTML / CSS / JS  
Digital Marketing - SEO/Social  
Content Management  
Website Migration  
Data Analysis  
Project Management  
Social Media Marketing  
Graphic Design / Visual Design  
Photography / Videography  
Retouching + Video Editing

## TOOLS

Figma / Sketch / InVision  
WordPress, Wix, Squarespace  
Yoast SEO  
Visual Studio Code  
MailChimp  
Google Analytics / Workspace  
Adobe Suite | Lr Br Ps Xd  
Microsoft Suite | X W Pp  
Miro / Asana / Notion  
Final Cut Pro / CapCut

## EDUCATION

### Brooks Institute

Bachelor of Fine Arts | May 2015  
*photography & design*

### General Assembly

UX/UI Design | May 2019

### Google Digital Garage

Digital Marketing | May 2020  
Google Analytics | July 2022

### SheCodes.io

Coding Workshop | July 2021