



# David Park

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## WORK

### Indeed

UX Designer • May 2017 - Present

Design the ideal job application experience on desktop and mobile.

### Booking.com

UX Designer • Jan 2016 - April 2017

Designed a new, credit-based loyalty program across all platforms for the world's biggest accommodation site. Designed, implemented and A/B tested a business travel product for travel managers.

### Gilt Groupe

Lead UX Designer • Jun 2012 - Dec 2015

Redesigned navigation, detail and checkout pages to be responsive and to increase conversion. Designed a new loyalty program integrated throughout the funnel on desktop and mobile.

### secondmarket

UX Designer • Nov 2011 - May 2012

Redesigned the signed-in experience and simplified navigation to make it easier to find investment opportunities. Designed an internal app to manage user and trade data.

### salesforce.com

Senior UI Designer • Apr 2008 - Oct 2011

Redesigned how reporting works, transforming a clunky 7-step wizard into a drag-and-drop WYSIWYG app which became the model for future tools. Designed a visual process modeler cited by Gartner as a reason why salesforce is a leading visionary in the CRM industry.

## EDUCATION

### Carnegie Mellon University

Masters in Information Systems Management • Dec 2007

B.S. in Information Systems, Human-Computer Interaction • May 2007

For my Masters project I worked with Google to visualize their employee data in a meaningful way.