

JOONGMIN (MICHAEL) PARK

Digital Product Designer | Rapid Prototyping, Tech-Driven Solutions

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SUMMARY

Product Designer with 3 years of experience building research-backed prototypes and service concepts across retail, HR, and social platforms. Skilled in combining user research, rapid prototyping (Figma, HTML, CSS, JavaScript), and hands-on usability testing to move teams from concept to validated design. Tested design solutions with 147 users across a thesis AR platform, translating insights into scalable systems.

EXPERIENCE

Junior Product Designer — Swave Studios Oct 2025 – Dec 2025

- Translated aging-in-place monitoring concepts into scalable UX flows and service blueprints using design sprints and iterative prototyping
- Collaborated with cross-functional teams and clients to align design direction with project and business goals
- Produced professional documentation to support end-to-end design execution

Student Designer, UX Research & Concept Design — Cadillac Fairview Sep 2024 – Dec 2024

- Conducted on-site observation and user interviews at Sherway Gardens to identify experience gaps, including unclear wayfinding, limited seating, and low destination appeal
- Synthesized research findings into a Space, Community, and Culture framework to prioritize design opportunities
- Designed and prototyped Sherway Stamp, an interactive poster concept combining public art, seating, and scan-triggered audio, to increase visitor dwell time and engagement

Graphic Designer / Proposal Designer — leumgil (HR Consulting Firm) Nov 2022 – Mar 2023

- Designed end-to-end proposal layouts for government bids, structuring complex compliance data into clear, stakeholder-ready documentation using Information Architecture principles
- Participated in government client meetings to gather requirements and translate policy constraints into visual proposal frameworks

Sergeant (SGT), Squad Leader — Republic of Korea Army May 2021 – Nov 2022

- Led a squad of soldiers, managing daily operations, training schedules, and team communication

SKILLS

Design & Prototyping: Figma, Framer, Adobe Illustrator, Adobe Photoshop, High-Fidelity Prototyping, Rapid Prototyping, Interaction Design

Research & Collaboration: User Research, Usability Testing, Design Thinking, FigJam, Asana, Agile

Technical: HTML, CSS, JavaScript, React

3D & Motion: Rhino3D, Blender3D, Cinema4D, KeyShot, Autodesk Fusion 360

AI-Assisted Design: Integrated AI workflows for research, ideation, and production

EDUCATION

Bachelor of Design (Hons), Industrial Design — OCAD University Sep 2020 – May 2026

Cumulative GPA: 3.7 / 4.0

AWARDS

ACIDO Rocket Finalist — Association of Chartered Industrial Designers of Ontario, May 2026: Finalist for an industrial design solution recognized for its potential community-centred value (OnGen Radio)

PROJECTS

OnGen Radio — AR / Spatial UX, Undergraduate Thesis Sep 2025 – Apr 2026

- Designed an AR glasses-based social radio platform that turns physical spaces into discoverable audio feeds, letting users explore location-tagged podcasts and community broadcasts through spatial mapping
- Tested with 147 users across 408 sessions during thesis exhibition, validating intended user experience: 34.6% personal podcast generation rate, 35.6s median interaction depth

TokenTrust — Service Design / Regulatory, Team Lead (Team of 5) Mar 2026 – Apr 2026

- Led service design strategy for an ethical AI data governance platform
- Designed a system converting user data into compensable value via a DQI-token-credit loop, with a Canada-specific compliance blueprint (PIPEDA, FINTRAC, ISO/IEC 42001)