



**JIHYUN SONG**

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Multi-platform unified visual & user experience designer with 15+ years of interactive design experience in highly comparative media industry directly influencing brands that include, Discovery+, Discovery, Foodnetwork, HGTV, TLC, ID, A&E, HISTORY, Lifetime, Lifetime Movies, and others.

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PROFESSIONAL EXPERIENCE

## **Warner Bros. Discovery, New York, NY**

**A global entertainment media company with eighteen distinctive brands: Discovery+, Discovery, HGTV, Foodnetwork, TLC, ID, and others.**

### **Product Design Lead** *April 2019 - Present*

- Responsible for designing the Discovery+ global landing page/subscription flow and affiliate marketing to maximize subscriber acquisition
- Relaunched the aggregated Web TV experience for 15 of Discovery's brands into a unified design template.
- Launched the Discovery+ direct-to-consumer subscription service.
- In the progress of designing & building the Design System Web Style Guide for the entire Discovery network brands.
- Designed and prototyped Discovery's product pages to achieve an efficient workflow between interdepartmental teams.
- Ensuring designs meet the most recent Web Content Accessibility Guidelines (WCAG).

## **A&E Networks, New York, NY**

**A global entertainment media company with six distinctive brands: A&E, HISTORY, Lifetime, H2, FYI and LMN**

### **Senior Product Designer** *Dec 2013 - Oct 2018*

#### **Interaction designer for unifying visual experience**

- Intergraded four of A+E's brands into a unified design template.
- Designed through rapid prototypes in code, to achieve an efficient workflow between designers and developers.
- Created a seamless video watching experience for A+E's 500+ million digital users.
- Created the foundation for a design system, comprised of HTML/CSS, as well as visual and language components, that can be shared between interdepartmental teams
- Ensuring designs meet the most recent Web Content Accessibility Guidelines (WCAG).
- Reviewed research and data reports to guide and monitor the design direction.
- Practiced responsive design, for all devices and viewports.
- Seamlessly integrated our web and mobile app experiences.
- Collaborated with agile product teams daily, to clarify goals, strategy and timeframes.

## **Lifetime Networks, New York, NY**

### **Senior Designer** *Jan 2013 – Dec 2013*

- Designed Lifetime and Lifetime Movie's websites.
- Increased usability across Lifetime's websites by improving the information architecture and navigation.
- Formulated Project Runway's design guide and template, as well as special promotional landing pages.
- Translated concept design into code with the production team.

## **Lifetime Networks, New York, NY**

### **Web Designer** *May 2011 – Dec 2013*

- Supported design and production on all sections of the MyLifetime website.
- Created individual movie/show sites, promotional games and contests, logos and branding elements as well as Flash banners.
- Worked with the marketing department to acquire visual assets, and develop design concepts, that fit within the website's framework.

## **Vertro, Inc. New York, NY**

### **Web Designer** *May 2009 – April 2011*

- Directed the web design and development team in the design of a visual landing pages.
- Interfaced with the marketing and product development team in the design of landing pages, flash animation, rich-media banner ads for mini sites, advertorials and dynamic banner ads.

## **Miva, Inc. New York, NY**

### **Web Designer** *May 2003 – May 2009*

- Worked with the product team in the website redesign, achieving stronger brand recognition and increased usability.
- Initiated, developed and documented interface designs, including the landing pages and banner ads, the widget design and theme icons for the toolbar.

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## EDUCATION

**Parsons School Of Design**, New York, New York

BFA, in Communication Design 2003

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## POSTGRADUATE

HTML5 Web Animation with GreenSock - Noble Desktop ( April, 2018 )

JavaScript & jQuery - Noble Desktop ( January, 2018 )

Certificate of Front-end Web Development - General Assembly ( July, 2017 )

School of Visual Art – Animation, Interactive Technology, Video Graphics and Special Effects ( 2006 )

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## TECHNICAL SKILL SET

Prototyping: Visual Studio Code / Atom app / Chrome Web Server / Terminal / Now.sh

Rapid Prototype with HTML / CSS & Sass / Atom / GreenSock

**Other:** Figma, Sketch App , InVision, Zeplin, Graphic Design including Adobe Creative Cloud

\* Experience working with lean UX, methodologies and Agile Processes. \*