

Jihyun Bae

front-end developer focused on building interfaces and experiences with purpose and intention. feel motivated by turning intangible ideas into real-life outcomes, leveraging my skills and knowledge to bring positive impacts on everyday life

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github.com/jhyunb13

jihyun-bae.com

Projects

jihyun-bae.com : Building a Database to Enhance Efficiency

- Project Description : Personal website to showcase a portfolio
- Problem Identification : Low efficiency in managing data. Manually writing data directly in HTML made it difficult to manage and update data. Additionally, using a JSON file separated the data from the source code, but changes in the file were not reflected without a git commit
- Solution : Built a database with Supabase and implemented data fetching
- Outcome : Increased efficiency in data management and updates

conan-gray-unofficial.com : Adding Search Functionality to Improve UX

- Project Description : Recreation of Conan Gray's website to enhance usability
- Problem Identification : Poor UX due to requiring users to scroll through a long list to find event information for their cities of interest on the tour-date list page
- Solution: Added search functionality and a results display interface
- Outcome : Improved UX by allowing users to quickly access information about events in specific cities of interest

Experience

Assistant Marketing Manager at Lalasweet May — Oct 2022

Marketing Assistant July 2021 — April 2022

- Promoted within a ten-month timeframe for outstanding performance
- Strategically optimized paid social media campaigns and created compelling ad content
- Provided in-depth campaign analysis reports and conducted research on advertising trends
- Successfully introduced a new type of video ads, resulting in a remarkable 360% increase in sales, accompanied by a 260% boost in CTR

Marketing Assistant at Music Plat Dec 2020 — June 2021

- Developed and executed Email newsletters, showcasing skills in content creation and management
- Conducted A/B testing for Email subject lines, resulting in a remarkable 300% increase in open rates

A&R / Artist Manager at BGBG Records Oct 2018 — Dec 2019

- Successfully organized 2500+ capacity events
- Created promotional content and managed official social media
- Organized a giveaway event to promote the Youtube channel, which resulted in an increase of 500 subscribers

Skills

Programming Languages

JavaScript, HTML, CSS

Frameworks & Libraries

React, Tailwind CSS, Bootstrap

Tools

GitHub, Supabase, Render, Figma

Certifications

React Basics Dec 2023

Introduction to Front-End Development

Nov 2023

Meta (Coursera)

Education

The Complete JavaScript Course Oct 2023

Figma UI UX Design

Essentials Aug 2023

Udemy

Bachelor of Arts in Communications

Pusan National University

Languages

Korean — Native

English — Fluent