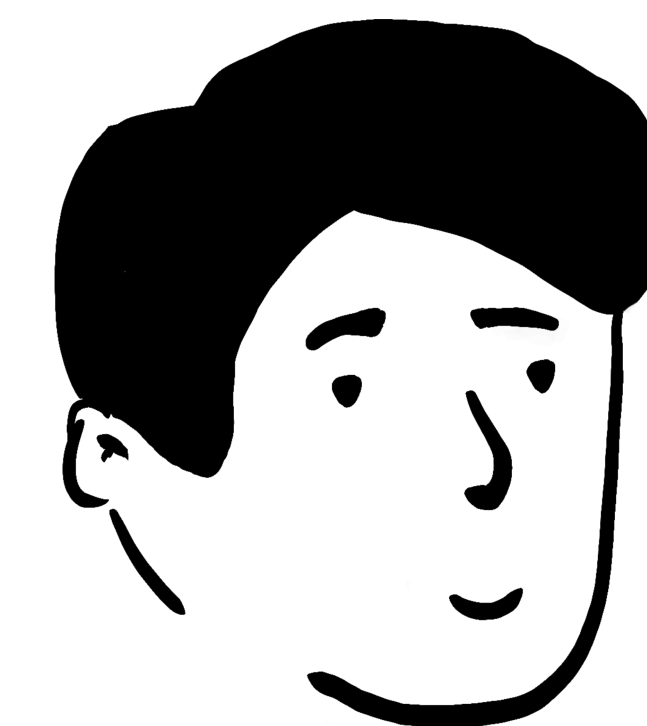


AIDEN YEONSUK KIM



Product Designer

Phone: 657-500-1311 // Email: yk568@cornell.edu // Portfolio: www.aidenkim.design

Education

CORNELL UNIVERSITY

B.A. Information Science; Concentration: UX. Expected DEC 2020.

Experience

FACEBOOK Incoming Product Design Intern

SEP 2019 - Present

- Incoming product design intern on Ads & Business Platform for summer 2020.

STARTUPTREE UX Design Intern

JUN 2019 - AUG 2019

- Accomplished improving usability of the platform by designing version 2.0 of Startuptree's desktop platform and new Team Mentorship feature, leading to new customers.
- Researched and tested to design an entrepreneurship system suitable for college institutions nationwide.

GROWSQUARES UX Design Intern

FEB 2019 - MAY 2019

- Designed and fabricated various iOS prototypes to accomplish a product that makes urban gardening fun and accessible, resulting in more funding for the company.
- Developed company marketing assets for web, app, and various other media.

TIP BLOCKCHAIN UX/UI Design Intern

APR 2018 - AUG 2018

- Redesigned TIP's website which delivers a message that is more in line with the corporate image and vision.
- Accomplished a successful IPO by designing the web wallet's demo, leading to 3,600 users registered within three weeks of release.

Involvement

CORNELL DESIGN & TECH INITIATIVE Product Designer

SEP 2018 - PRESENT

- Worked with developers and project managers to create user experiences, visual design and product design.

TEDXCORNELL Director of Design

SEP 2018 - PRESENT

- Designed logo, website graphics, pamphlets, marketing materials, speaker gifts, stage design, and team uniform or the event system.
- Participated in organizing the event and making team decisions.

Skills

Sketch, Invision, Principle for Mac, Framer X, Adobe Illustrator, Adobe Photoshop, HTML, CSS, Javascript, Unity, Interview/Survey, Affinity Diagram, Persona, Storyboarding, Usability Testing, Competitive Analysis, Journey Mapping.