Hyejin Im

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WORK EXPERIENCE

User Experience Designer
Innovation Group, pxd Inc. (Seoul, Korea) | Dec 2013 - Apr 2016
Charged with designing user interface and improving UX for web properties, and mobile applications through qualitative user research.

Interaction Research Intern
Lean UX Lab, pxd Inc. (Seoul, Korea) | Oct 2013 - Dec 2013
Performed interaction design research for transparent flexible display in public spaces and developed user scenarios.

Interior Design Intern
De Arch (New York, NY) | Jan 2011 - Feb 2011
Made home interior concept boards and participated in a penthouse interior design project.

EDUCATION

Bachelor's degree in Urban and Regional Planning
Chung-Ang University (Korea) | Graduated Aug 2012

SELECTED PROJECTS

Visualizing Nonlinear Narratives
Harvard SEAS | Nov 2016 - Present
Assisted a research project in collaboration with Disney Research Zurich. Designed visual representations of nonlinear narratives (Work in progress).

Smart Home Wall Pad and Mobile App
Client: Commax | Jan 2016 - Apr 2016
Provided design strategy based on the user scenarios and device characteristics and designed user interface (UI) for a home IoT environment.

MySingle: Intranet System Mobile App
Client: Samsung | Jul 2015 - Oct 2015
Improved UI for email, approval, and to-do apps by applying consistent design principles and adding functionality to reflect existing inconveniences.

LG Signature Washing Machine
Client: LG Electronics | Dec 2015 - Mar 2015
Designed UI of circular display for washer and dryer and received iF Gold Awards, Red Dot design Award, CES 2016 innovation Award (submitted by LG)

Fashion E-commerce Responsive Website
Client: GS Shop | Dec 2015 - Mar 2015
Redesigned a website focusing on the improvement of mobile shopping experience that features customized timeline and informative reviews.

EXPERTISE

User Research
Conduct in-depth interviews, contextual inquiries, diary studies.

Persona Creation
Identify major user types (goal, needs, breakpoints) to optimize user journeys.

Information Architecture
Make IA through affinity diagramming, mental models.

Wireframes
Sketch, design, and improve user interface based on heuristic evaluation.

Usability Testing
Test user flow and interaction design through paper/interactive prototypes.

TOOLS

Sketch, Balsamiq, MS Office, Illustrator, HTML, CSS, JavaScript, Framer, R

CERTIFICATES

Interaction Design
UCSD, Coursera | Oct 2015 - Nov 2016

Data Visualization
UIUC, Coursera | Aug 2015

Data Driven Journalism
European Journalism Centre | Aug 2014

LEADERSHIP AND ACTIVITIES

Co-organizer, PLUX (Playground+UX)
Seoul, Korea | Jun 2013 - Aug 2016
Organized study materials and invited talks, and managed group members

Facilitator, Design Thinking Workshops
Seoul, Korea (pxd) | 2014 - 2015
In eBay Korea, Samsung Art Design Institute, and Ewha Woman's University