

Seungmi Na

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SUMMARY

- Spearheaded the UX/UI design for multiple collaborative projects, leveraging advanced tools like TypeScript, Tailwind CSS, and Figma to deliver mobile-friendly, responsive designs that significantly enhance user experience and product interactivity.
- Engineered robust, reusable UI components using various UI frameworks including React, Next.js, Storybook, shadcn/ui, and Headless UI, accelerating development processes and ensuring consistency across multiple projects, which streamlined user interactions and improved design quality.
- Demonstrated proficiency in leveraging high-quality design systems and visual designs to strengthen project consistencies, scalability, and brand integrity within fast-paced start-up project development cycles.

SKILLS

- **Programming/Markdown Languages:** HTML/CSS, Javascript, Typescript.
- **Frameworks and UI Libraries:** React, Next.js, Tailwind CSS, Storybook, shadcn/ui, Headless UI, Framer.
- **UX/UI Platforms:** Figma, Adobe Illustrator/Photoshop, Zeplin.
- **UX/UI Concepts:** Creative Reusable Components, Responsive Design, User Experience, User Interface, Concept Development, Branding, Design System, Wireframing, User Flows.

EXPERIENCE

Inizio

Fremont, CA

UI/UX Designer

Feb. 2023 - Present

Designed UX/UI of the flagship product [ConceptCraft](#), which helps users to transform their ideas into real projects with AI-powered idea generation, market analysis and more other capabilities.

- Leveraged **Typescript** and **Tailwind CSS** to build seamless mobile-friendly **responsive design**, while utilizing React hooks for efficient state management and better code organization.
- Contributed to a design system by designing and developing **reusable UI components**, utilizing **shadcn/ui**, **Headless UI**, and Tailwind CSS for faster development, customization, and consistent application across projects.
- Implemented engaging user interfaces such as progress indicators, dropdown menus, hover effects, and interactive animations to **enhance user experience and interactivity**.
- Conceptualized **brand identity** for materials through naming, logos, colors, and other branding assets with **Figma** and **Adobe Illustrator**.
- **Led** the product's UX/UI design process, transforming intricate technical requirements into elegant, user-friendly digital solutions with meticulous attention to detail and intuitive interactions.
- Collaborated closely with **cross-functional teams**, including engineers, designers, and product managers, to deliver intuitive and accessible user interfaces.

PROJECTS

Delivious: App & Tablet Kiosk: AI Delivery and Order Services in Restaurant

San Jose, CA / South Korea

UX/UI Designer & Front-end Engineer

Apr. 2022

Led the UI design and implementation of a tablet-based kiosk system for restaurant ordering with mobile-friendly responsive designs.

- Created UI layout and more efficient user flow using **Figma** and implemented the design using **JavaScript**.
- Implemented **responsive design** and **reusable components** with mobile specific user workflows through **Typescript** and **Tailwind CSS**.
- Provided UI for tablet administrators to track customer dine-in status and delivery robot locations.
- **Collaborated** with 5 engineers to develop and implement the delivery service.

Bloom: Photo-based Plant Care Scheduling and Planning Service

San Jose, CA / South Korea

UX/UI Designer & Front-end Engineer

Feb. 2022

This service uses photo recognition to identify plant species and creates personalized watering and fertilizing schedules.

- Designed the logo, topography, and UI components to streamline user flow and experience on search, media sharing, plant care scheduling, and account management with **HTML**, **CSS**, and **React**.
- **Collaborated** with 4 engineers with regular meetings to coordinate between UI designs and front-end implementations.

EDUCATION

San Jose State University

San Jose, CA

Bachelor of Arts in Design Studies, Minor in Computer Science

Aug. 2020 – Dec. 2022