

## 연락처

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## 대표 보유기술

UX

UI 디자인

인터랙션 디자인

# Yemun Cho

Product Designer (Design System)

대한민국 서울

## 간단프로필

I'm UX/UI designer working in Seoul.

I like data-based insights, and I usually make code-based prototype.

## 경력

케이뱅크(Kbank)

3년 1개월

Product Designer (Design System)

2024년 1월 - Present (1년 6개월)

대한민국 서울

Product Designer

2022년 6월 - 2023년 12월 (1년 7개월)

대한민국 서울

두나무

UX/UI Designer

2022년 2월 - 2022년 6월 (5개월)

대한민국 서울

HYBE NFT

- Planned a Digital NFT concept that complements the limitations of photo cards

- Built teaser site of Levvels (Joint Venture)

LINE Corp

UI Designer

2021년 4월 - 2021년 9월 (6개월)

일본 도쿄도 신주쿠구

LINE CONOMI LINE PLACE

- Researched icon and color strategy for the new category

- Designed LINE PLACE launch page

Lotte Duty Free

4년 2개월

## User Interface Designer

2020년 1월 - 2021년 2월 (1년 2개월)

대한민국 서울

Platform Strategy Team

### Exhibition module improvement

- Reorganized exhibition section according to the establishment of content commerce strategy
- Designed a new magazine template for content
- Developed interaction and animation for icon

## User Interface Designer

2018년 2월 - 2020년 1월 (2년)

대한민국 서울

UI/UX Part, EC Planning Team

### Product details page improvement

- Reformed front-end design in order to attract additional purchase from flex customers
- Expanded visual area of customer reward points and product information
- Increased in average session duration from 5 to 6 minutes and decreased in bounce rate by 6%

### TripTalk Opening

- Established C2C travel social commerce strategy
- Designed the flow in order to lead sharing of travel log among customers
- Resulted in 700,000 logs daily from customers

### Order procedure improvement

- Reformed order procedure design in order to emphasize a relatively lower price than competitors
- Encouraged customer purchase by displaying competitive advantages such as reward points
- Increased in an average of monthly convergence rate by 1%

### Main page improvement

- Improved the design of the main page in order to increase advertising revenue
- Expanded number of branding area and diversified advertising delivery

## Assistant Graphic Designer

2017년 1월 - 2018년 2월 (1년 2개월)

대한민국 서울

Design Part, Communication Team

Incheon International airport Terminal 2 opening

- Participated in content development of large size media screen, voucher holder, POP and more

LINE Plus Corp

UI Designer

2016년 8월 - 2016년 9월 (2개월)

대한민국 서울

Platform UI 4th Team

- Developed conceptual design of line messenger and new mobile app service.  
- Improved LINE services based on Agile methodology.

amoeba

Student Intern

2016년 1월 - 2016년 1월 (1개월)

대한민국 서울

Created UI/GUI about SMART CAR from future.

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## 학력

세종대학교

학사, visual design · (2010 - 2016)