

## BO AH KWON

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## EXPERIENCE

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**UX/UI Designer, Gigster** San Francisco 12/15-present

Designed UX/UI for Gigster's clients.

**Design Consultant, 3D Data** Boston 10/15-present

Defined the brand and visual identity. Designed the website and created brand guidelines.

**Design Consultant, Streami** Seoul 9/15-12/30

Designed the demo product, website, and marketing materials.

**Design Consultant, WeFinance** San Francisco 2/15-7/15

Defined the brand and visual identity by creating logo, icons, and marketing materials. Redesigned the product and improved UX/UI.

**Chief Storytelling Officer/Designer, Youth for Technology Foundation** Louisville 5/13-10/15

Created graphics and blog posts around the foundation's technology education programs. Content got picked up by organizations such as UN, Girl Effect, Ashoka, and Schwab Foundation.

**Designer, Tieks** Los Angeles 3/12-9/12

Helped design the product for Tieks, an innovative fashion startup founded by a Stanford GSB alum.

**Social Marketing Consultant, Prophet** San Francisco 11/10-8/11

Provided strategic advice on the promotion of the blog Aaker on Brands and the book Brand Relevance: Making Competitors Irrelevant for David Aaker, Vice Chairman of Prophet.

**UX Design Intern, Cooper** San Francisco 2/11-7/11

Helped design a news reading application by providing research assistance.

**Design Researcher, Stanford Graduate School of Business** Stanford 7/09-10/10

Researched how organizations can tap psychological insights to design innovative products and services. Helped develop the theoretical framework of the book The Dragonfly Effect: Quick, Effective, and Powerful Ways to Use Social Media to Make a Difference.

## EDUCATION

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**Stanford University** B.A. in Psychology and Economics 05-10

**Oxford University** Tutorial in Cultural Psychology 1/09-3/09

**Cooper U** Interaction Design Practicum 3/11-3/11

## SKILLS

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Photoshop, Sketch, Illustrator, Keynote, InDesign, HTML, CSS