

BO AH KWON

bkwon0402@gmail.com (929)-288-6978 <http://boahkwon.com> <http://behance.net/bkwon>

EXPERIENCE

UX/UI Designer on Gigster San Francisco 12/15-present

Designed UX/UI for Gigster's clients.

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

Designed branding and the website.

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

Designed logo, icons, and marketing materials. Redesigned the product and improved user experience.

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.

Research Associate, The Catholic University of Korea Seoul 3/12-2/13

Provided psychological research assistance for a healthy lifestyle intervention study; synthesized research findings in health psychology and researched trends in healthcare technology.

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

Completed Cooper U Interaction Design Practicum, an intensive UX training program. Helped design a news reading application by providing research assistance.

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

Provided psychological research assistance to Professor Jennifer Aaker in the writing of the book The Dragonfly Effect: Quick, Effective, and Powerful Ways to Use Social Media to Make a Difference. Researched how organizations can tap psychological insights to design innovative products and services and helped develop the theoretical framework of the book. Helped develop course materials for the Power of Social Technology class.

EDUCATION

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

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

Beijing Normal University Participated in Princeton in Beijing, an intensive Chinese program 6/07-8/07

SKILLS

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