

# Chaeyeon Jin

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## Objective

UX/UI designer focused on research-driven thinking, visual clarity, and coded prototyping to turn ideas into real experiences.

## Projects

- SiMO: Mockup Image Generator** | [Link](#) | UX/UI Designer, Front-end developer      09/2025 – 12/2025
- Designed an AI-powered commercial mockup image generation tool to reduce mockup editing time for portfolio and branding use, leading UX research, Figma UI design, and front-end prototyping with React and Tailwind CSS.
  - Validated usability with 50+ designers (93% task success), reducing mockup creation time to 25% of the original workflow, and launched a paid product with PayPal integration in collaboration with a back-end developer via GitHub.
- Gilbeot: Bus Accessibility Service Design for Visually Impaired Users** | [Link](#) | UX researcher      04/2025 – 11/2025
- Led UX research on bus accessibility for visually impaired users, proposing an integrated service connecting bus stops, assistive devices, and a mobile app, and published a first-author thesis “*Integrated Bus Assistance Service Design for People with Visual Impairments*” (2025) at the Undergraduate Design research Conference (Korean Society of Design Science).
  - Conducted shadowing-based field research and coding-scheme analysis, translating insights into UI design, prioritizing voiceover support, high contrast, large typography, and text-first interfaces to improve usability for visually impaired users.
- BiasTrade: K-pop Photocard Marketplace for U.S. Fans** | [Link](#) | UX/UI designer, Front-end developer      08/2025 – 10/2025
- Drove the end-to-end product experience for a K-pop photocard marketplace addressing search friction and fraud risks for U.S. K-pop fans, designing 50+ responsive mobile and desktop screens across core marketplace flows.
  - Served as PM, collaborating with a marketing and back-end developers to design verification and review systems that prioritize trust, building AI-assisted front-end prototypes and launching an MVP in 2 months through agile collaboration.
- Where did All the Raccoons Go?: Interactive Web & Motion Graphics Project** | [Link](#) | Visual Designer      04/2023 – 08/2023
- Designed an interactive web and motion graphics project for the SK Happy Green Design Exhibition at DDP, raising awareness of environmental destruction through CSS/JS-based interactions and motion graphics (After Effects).
  - Exhibited as a multimedia installation at DDP, engaging 5,000+ visitors over the exhibition period.

## Experience

- Freelance Visual Designer** | Dublin, Ireland      05/2024 – 01/2025
- Designed the logo, T-shirts, and sticker merchandise for a local rock band, resulting in 200+ total product sales.
  - Created a 30-page menu for an F&B client using InDesign, managing the process from layout design to printing production.
  - Developed the branding and logo system for a 25-year-old psychological counseling center, modernizing its visual identity.
- 1<sup>st</sup> Place, Likelion Ideathon** | Seoul, Korea      05/2025
- Designed a mobile app for alcohol enthusiasts to search, archive, and track drinks and cocktail menus.
  - Proposed AI-powered extensions including personalized drink recommendations and image-based cocktail search.
- Excellence Award, Yangpyeong Signage Design Competition** | [Link](#) | Yangpyeong, Korea      09/2024 – 11/2024
- Redesigned signage for a traditional Korean restaurant (*Deulkot Hanjeongsik*), creating a modernized brand identity.
- Kookmin University Formative Design Exhibition** | Seoul, Korea      11/2022
- Participated with a conceptual branding project, designing posters for a service honoring the beliefs of the deceased.

## Education

- Kookmin University** | Seoul, Korea  
B.A., Visual Communication Design (GPA: 4.26/4.5)      03/2022 – 02/2027
- Minor: Industrial Design  
Scholarship: Full 4-year scholarship for academic excellence (03/2022 – present)  
Publication: “*Integrated Bus Assistance Service Design for People with Visual Impairments*” (2025)

## Skills & Interests

- Design tools:** Figma, Framer, Adobe Illustrator, Photoshop, After Effects, InDesign, Premiere Pro, Cinema 4D  
**Programming:** HTML, CSS, JavaScript, Tailwind CSS, React, Next.js, Supabase, Vercel, Email.js  
**UX Research:** Shadowing, Affinity mapping, Qualitative coding, User flows, IA, Wireframing, Service blueprint  
**AI-assisted Tools:** Cursor, Replit, NanoBanana API, Midjourney, Stable Diffusion  
**Productivity Tools:** GitHub, Notion, Jira, Slack, Discord, Google Workspace, Trello  
**Interests:** Film Photography, Scuba Diving, Swimming, Traveling, Latte Art  
**Languages:** Korean (Native), English (C1, Professional working proficiency)