

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.

Biaspoca: 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.

1st 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 (*Deulkkot 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

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)