

CLAIRE CHEONG

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EDUCATION	YONSEI UNIVERSITY Underwood International College Double Major in Economics & Interaction and Information Design, February 2023 • Cumulative GPA: 3.86/4.3	Seoul, South Korea
	UNIVERSITY OF MICHIGAN College of Literature, Science, and the Arts Exchange Program, Winter 2020	Ann Arbor, MI
EXPERIENCE	PLANIT UI/UX Designer • Joined a student startup team as a designer and launched a timer app 'Planit' that exchanges time studied into rewards, with over 800 users acquired • Worked with one another UI designer to build the functionality and the overall style of the app based on functional requirements discussed in team sessions • Reviewed UX writing for the product and created a content style guide	Seoul, South Korea
	Dec-Feb 2022 COLORFUL MINDS INC. Intern • Participated in the production of a depression treatment app for university students working as an intern for a startup company founded by a Yonsei Psychology professor • Conducted moderated usability testing with the think aloud method and post-test interviews with 8 participants to find usability problems with the existing app design • Proposed an app redesign project plan including changes in information architecture and user interface design to improve user experience based on usability testing findings	Seoul, South Korea
	Oct-Dec 2022 PLANACT Co-CEO & Designer • Co-founded 'Planact', a plan-sharing platform and received a government-funded start-up package sponsored by Hanyang University • Conducted in-depth interviews with more than 20 people to identify customer needs to define the value propositions of the product and create user personas and user stories • Created information architecture, wireframes, and design specifications based on user understanding • Designed an MVP to verify consumer needs through performance marketing and went through several iterations to improve the product	Seoul, South Korea
	Jul-Oct 2021 3I INC. UX Designer Intern • Constructed flow charts and wireframes for the MVP of Pivo Live, a livestreaming service, and Pivo Studio, a 360° capturing tool for e-commerce sellers • Devised a plan to conduct usability testing on Pivo Tour and Pivo Present and created a survey template to measure customer satisfaction • Assisted quality assurance for beta version products	Seoul, South Korea
	Mar-Dec 2021 INSIDERS ENTREPRENEURSHIP SOCIETY Member • Reviewed the possibility of benchmarking the solutions of JustPark to the parking problems of Korea and devised a new business model considering localization • Explored customer needs for a Korean language learning platform by building hypotheses and trying performance marketing on Facebook and Instagram	Seoul, South Korea
ADDITIONAL	• Bilingual fluency in English and Korean; TOEFL 118 • Certified Investment Manager • Proficiency in Microsoft Excel, Adobe Photoshop, Illustrator, Adobe XD, Figma • Volunteer work as an environment teacher for children, 2022	