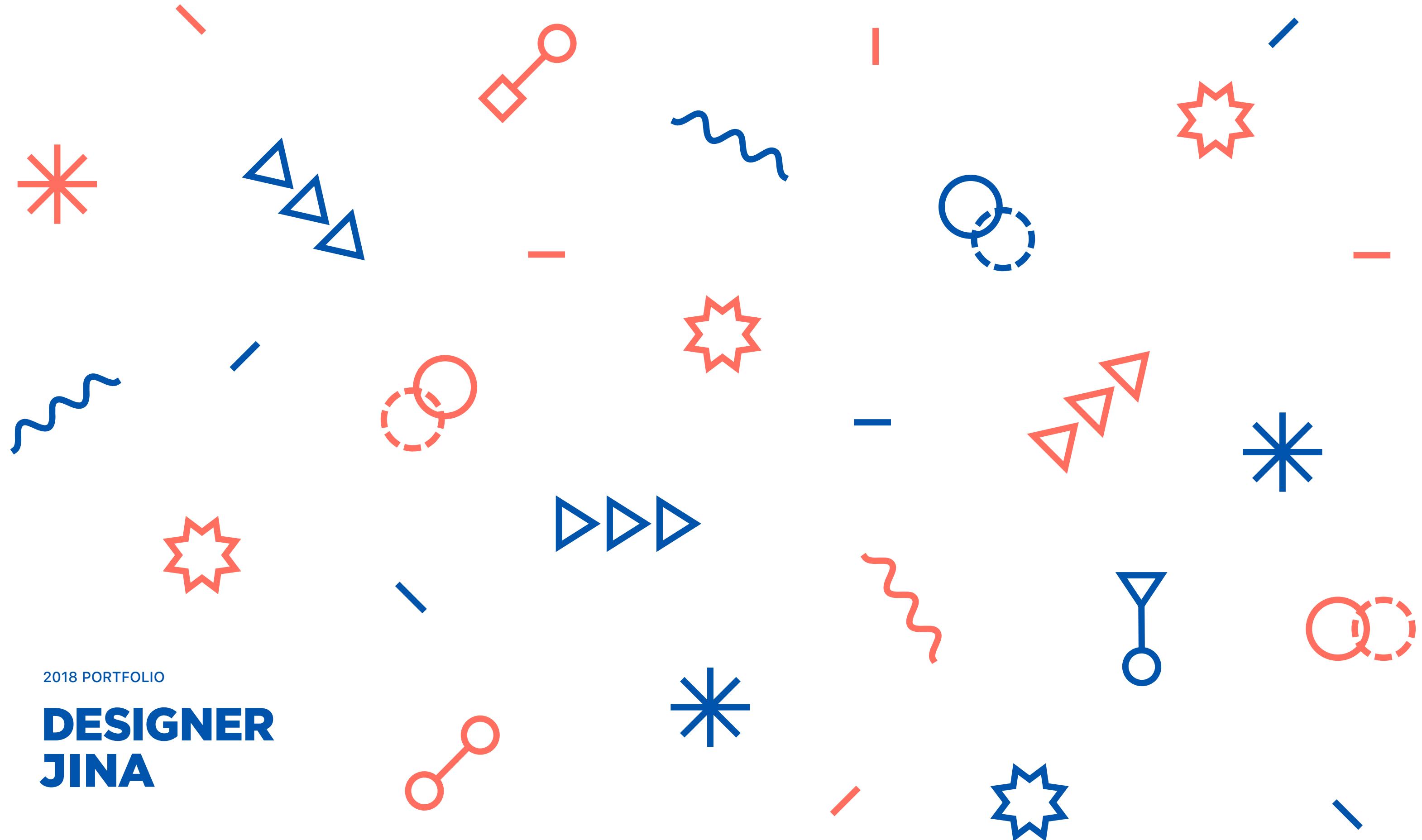


2018 PORTFOLIO

# DESIGNER JINA



# Hello, I'm Jina Seong!

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[triangles.jina@gmail.com](mailto:triangles.jina@gmail.com)  
[linkedin.com/in/trianglesjina](http://linkedin.com/in/trianglesjina)  
[behance.net/jinaseong](http://behance.net/jinaseong)  
[brunch.co.kr/@jinaseong](http://brunch.co.kr/@jinaseong)

I am a digital product designer  
 who delivers valuable and meaningful  
 experiences to users.

I have a wide range of experience designing user interfaces(UI) and experience(UX) of various products.

I always focus on the essence of a product, and I improve the product by thinking about it. I love the process of finding a problem and generating a solution, developing a draft and releasing it to the market & finally getting user feedback. In addition, the biggest reason why I am passionate about product design is the delightful moment when my product impacts people in a meaningful way.

I love challenging myself to reach new goals and always aim to develop as a product designer. Moreover, I enjoy working as a team player. I am really stimulated to make better products through discussion, collaboration, and feel at home when working in partnership with others.

As you can see from my portfolio I have considerable experience in designing various products for both small and large volume of users, including social media and utility apps and I am confident that my experiences and practical skills make me the ideal candidate for the position available. I welcome the opportunity to discuss my professional history and design process.

## Experiences

February 2017 - Present  
 A cup of coffee,  
 Founder & Creative Director  
 April 2013 - February 2017  
 Kakao corp,  
 UI/UX Designer  
 January - June 2016  
 Greenlite inc,  
 Creative Director  
 January 2011 - April 2013  
 Naver corp,  
 UI / UX Designer

## Education

April - September 2017  
 St giles international,  
 Cambridge English Course  
 March 2015  
 DXD seminar, coding designer,  
 HTML&CSS, Java Script  
 2006 - 2011  
 Chung-Ang University,  
 BA of Communication Design

## Internship & Volunteer

June - September 2012  
 Social impact travel,  
 Volunteer UI Designer  
 June - August 2010  
 Naver UXDP,  
 Internship  
 Febuary 2008 - January 2009  
 Idrec Communications,  
 Internship

## Award

June - August 2010  
 Naver UXDP,  
 Passion of People Prize  
 October 2013  
 Social innovation hackathon,  
 Social Impact Prize  
 October 2009  
 UX Gate 2009,  
 Bronze Prize

01

# SSUP, SOCIAL MEDIA

Period	January 2016 - January 2017
Role	Design Directing, UI, UX, Branding Design
Output	Android App, iOS App, Web page, Brand goods, Promotion web page
Work for	Kakao corp.
Member	1 Project Manager, 2 Service planners, 2 Designers, 4 Client Developers, 2 Server Developers.

## Situation

Many users have started to become both frustrated and ambivalent in their relationship with social media. Public feeds have become so awash with staged and idealized images many feel they cannot post genuine emotion and honest stories.

## Solution

After researching, we found that even though an app has good usability and convenient functions, many people still do not use it. We came to the conclusion that it was vital that the product looks good, has a clear brand identity and unique functions. We produced various things to make users consider it a cool product.

The important visual elements were designed using Emojis. Moreover, we invented unique forms of communication such as adding stickers and hitting unlimited likes. We also came up with 'Eggword' where users can comment on various material we provide.

App install - <http://ssup.us/>



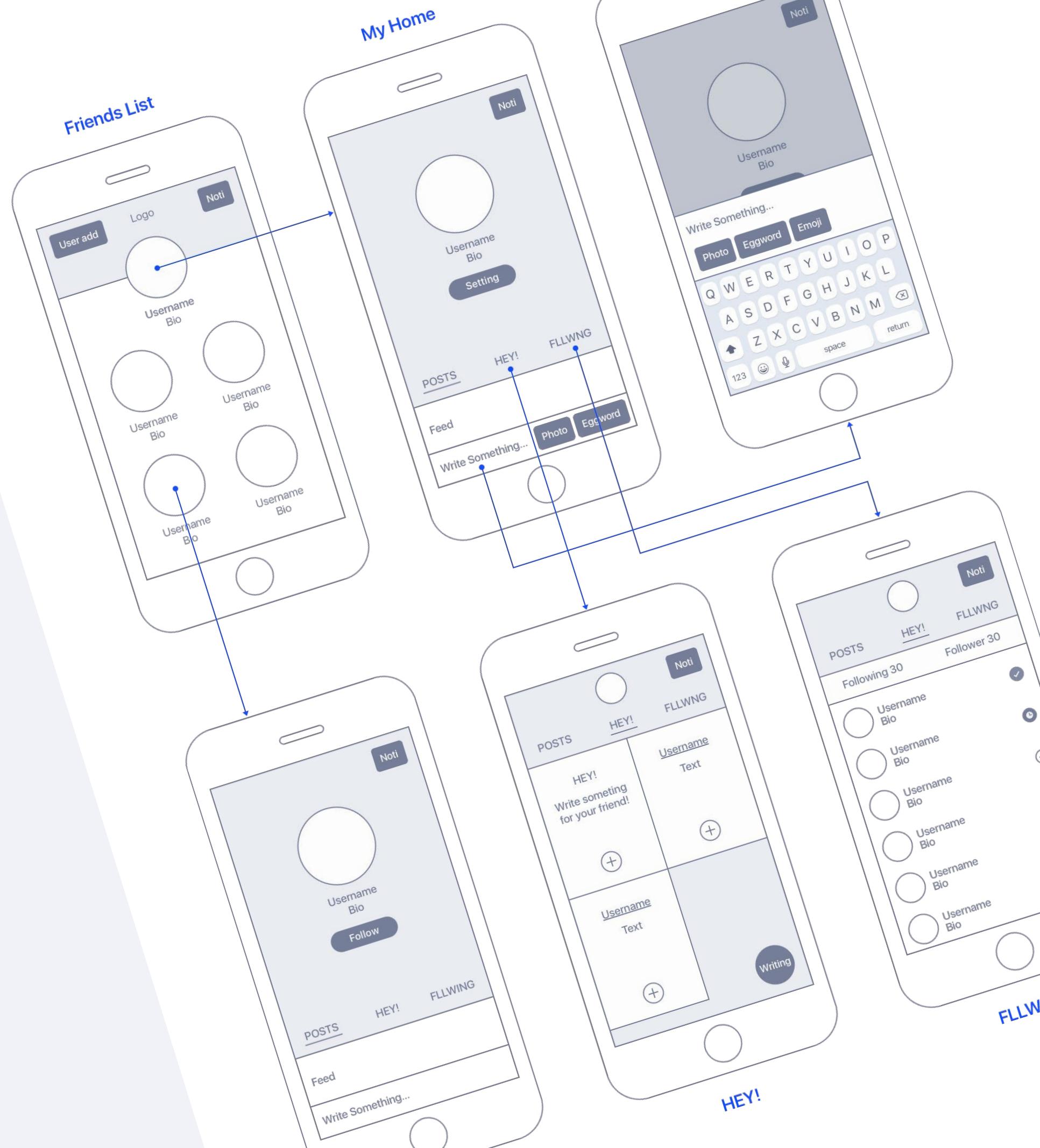
# SERVICE PLANNING

My team conducted design sprints when this project started. We had many ideation meetings about the product, the brand concept & functions and we narrowed down the ideas until we had a clear blueprint.

Designers suggested various additional ideas as we developed the first draft. I focused on making the UX simple and unique. The launched version was easy to use and understand, the functions of which mainly consisted of a friends list, writing section, and home feed.

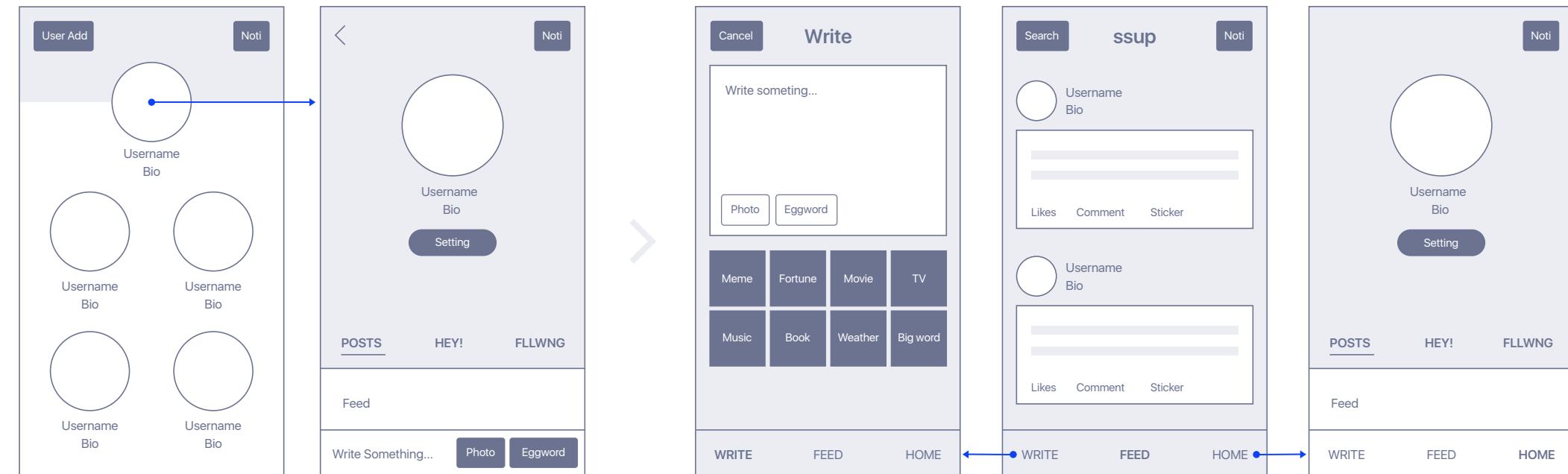


2018 Portfolio



# UX CONCEPT

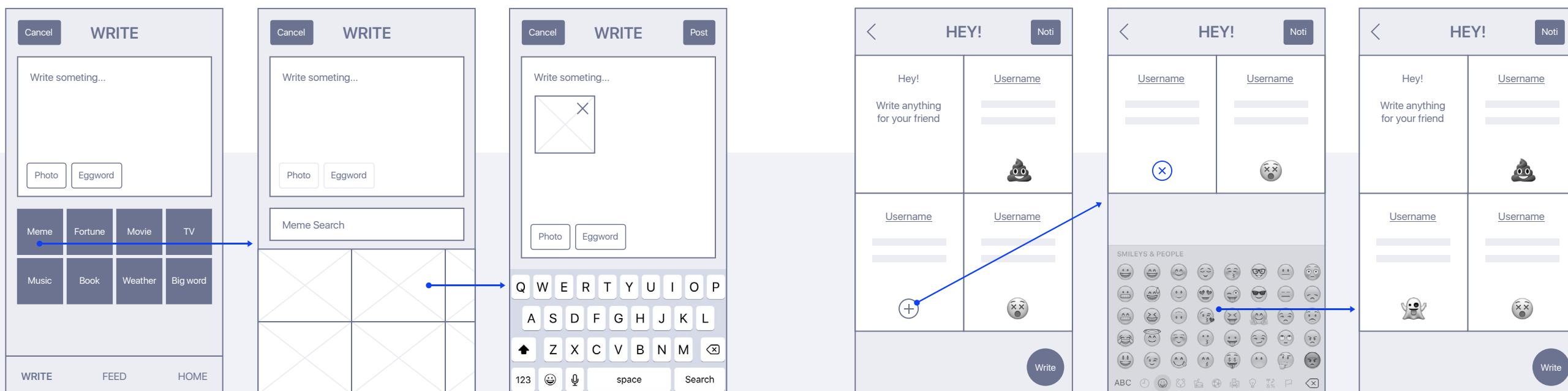
I focused on giving the users a feeling different from other social media when creating the app's ux and features. But it did not make it difficult and complicated to write even if it is unique. Its structure, functionality and UI are unique, but we made it easy to use and feel light.



## Structure of app

The launching version emphasizes that it is a personal space and visiting other users' space. However, after the launch, we have put feeds in order to encourage

activities that have been shrinking due to the lack of feed and have kept it unique by making it possible to move big features on the left and right to swipe.

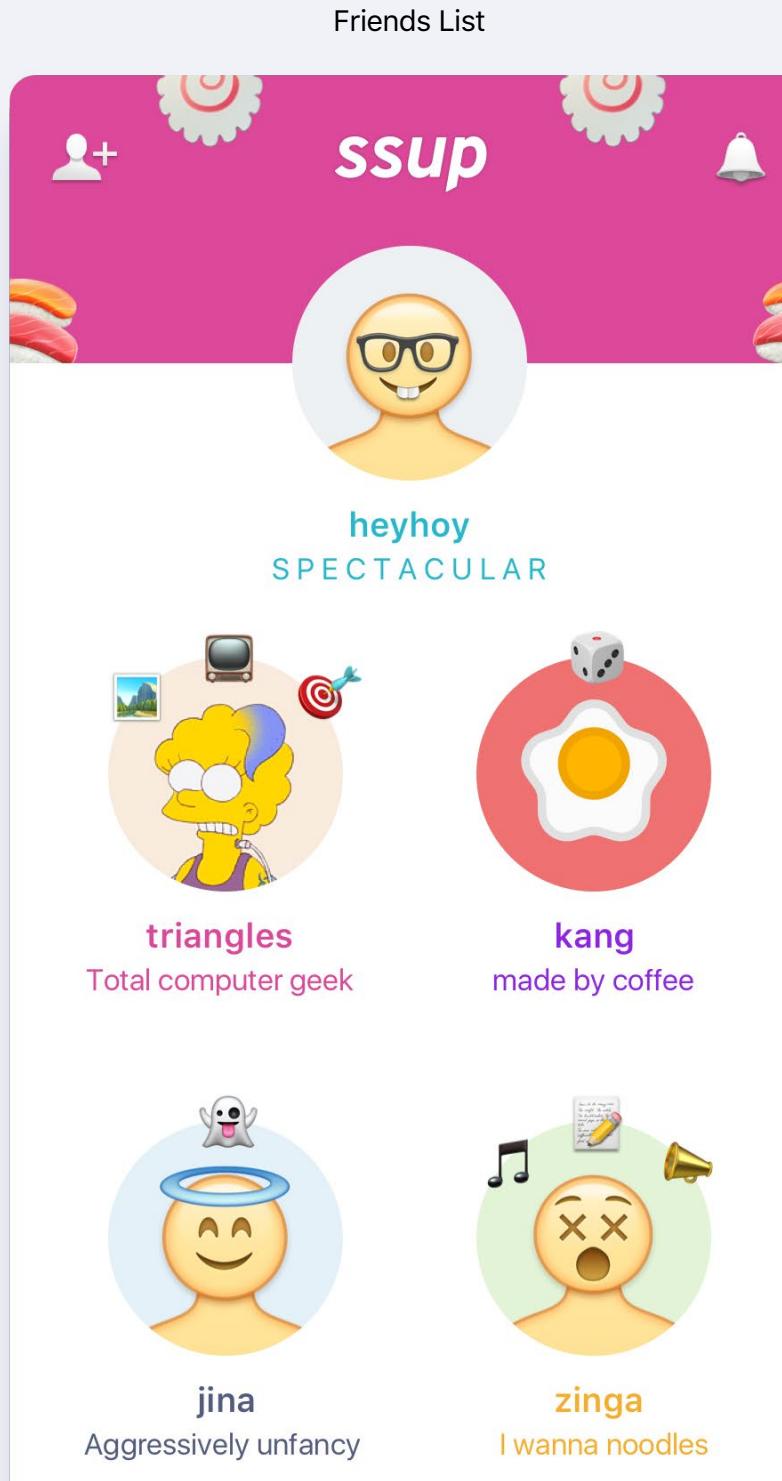
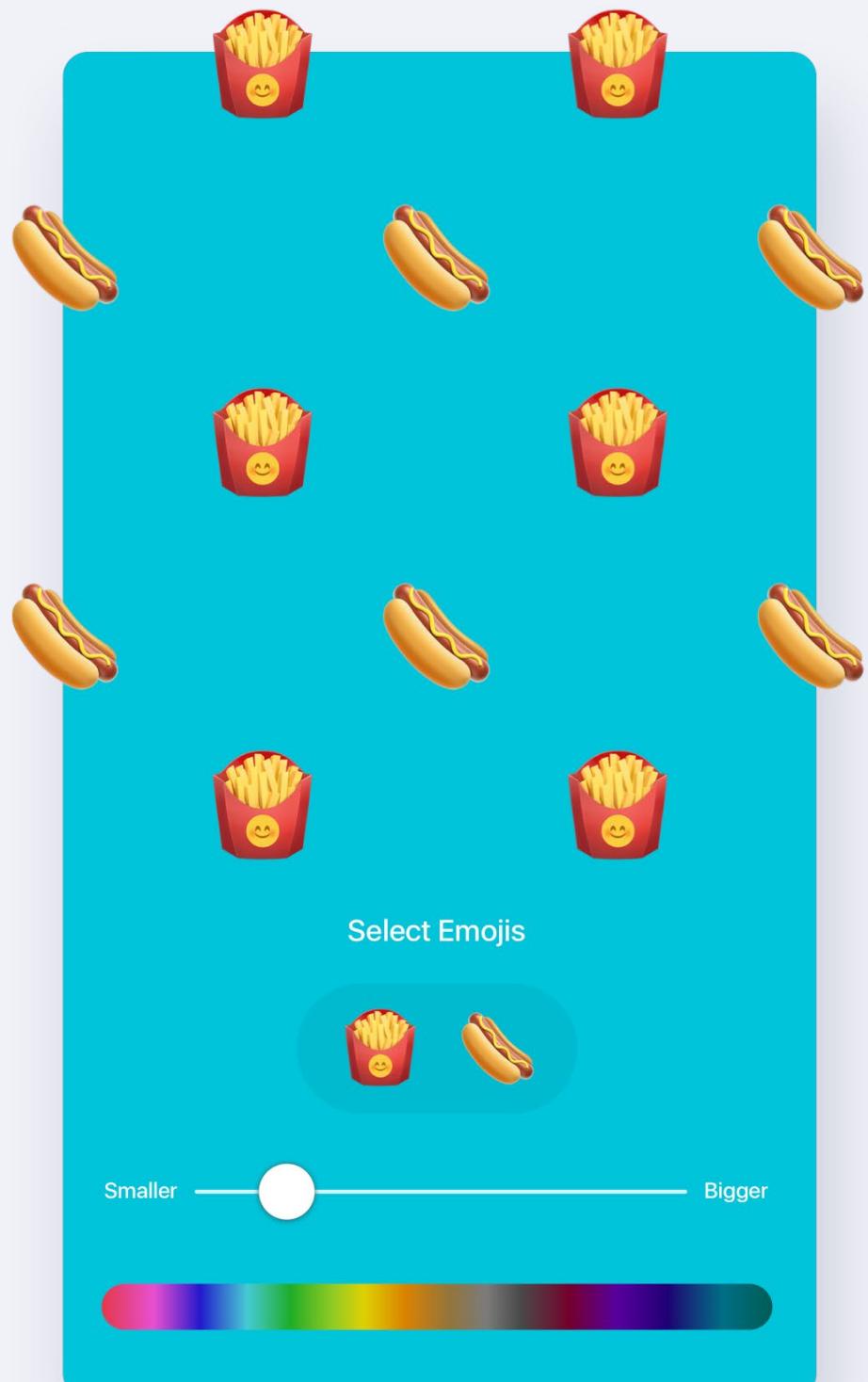


## Writing an Eggword

I made it easy to attach multiple contents to help with writing using the keyboard area. They can see the search results without having to go to another screen.

## Reply to Hey!

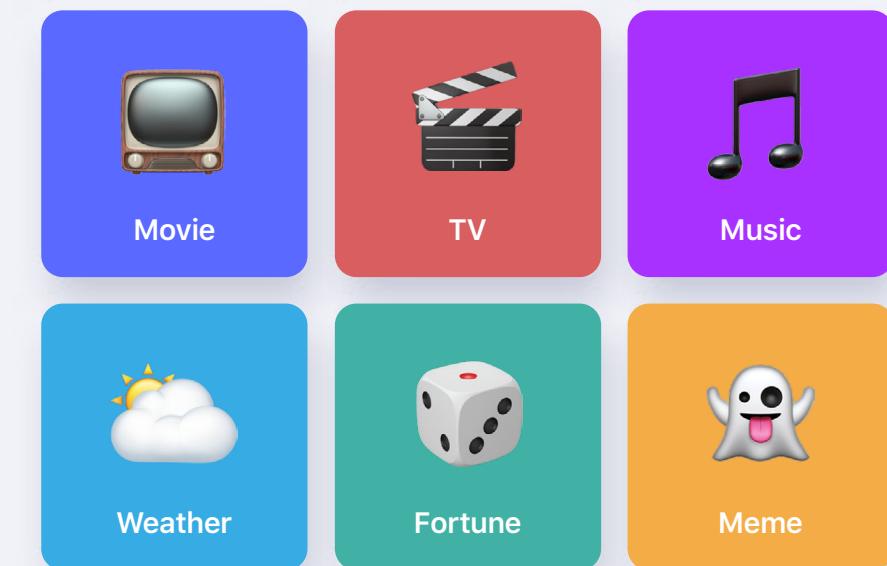
'Hey' is a feature that leaves a guestbook message at another user's home. They can leave a short post in a space similar to Post It. The owner of the home can reply only with emoji to encourage the owner to visit the other person's home.



# EMOJI + VIBRANT COLOR

The main design concept is based on Emoji which are a global mobile trend and are vibrantly colored. I was inspired from [the vaporwave works](#). It looks different from the current flat design trend by overlaying 2.5D items on an intensely colored surface.

As a result, much of the communication such as the [icons & empty state screen in the app](#) and [promotion site](#) is visualized with various emojis. In addition, users can make their own wallpaper using Emoji. It allows them to create visual identities which express themselves.



# EXTREME COMMUNICATION

We provided alternative ways to communicate than other social medias, whereby users can give feedback to their friends. The user can hit **unlimited likes**, and there are **different heart shapes** on each post. Moreover, the user can **attach stickers on the posts**, so they can react to their friends in an quirky and entertaining way.

You can try prototypes by Framer & Flint

Introduction - <http://share.framerjs.com/7t5vdf0orif3/>

Singup Ideation - <https://goo.gl/BZGwBv>



**A SPECIAL WAY TO WRITE**

Eggword makes writing more various and joyful.  
 Users can add 'Eggwords' including fortunes, memes, movies, music, TV, weather and a big text meme.  
 Moreover, users can see a gathering of other user's posts which used the same Eggword.

Try the prototype by Flinto - <https://goo.gl/89uRhe>

Writing

write

I didn't watch the war film,  
Just I was into the war.

Dunkirk (2017)

April 4, pm 4:23

I'm waiting for this fortune lol

Today's Lucky color is brown! I wish you would have nice bowel!

3

32 12 3

April 4, pm 4:23

Ohhhh myyyy bloooody exammm

FINALLY FINISHED!

89 5

Feed

SSUP

Eggword Gathering

2018 Portfolio

Designer Jiae

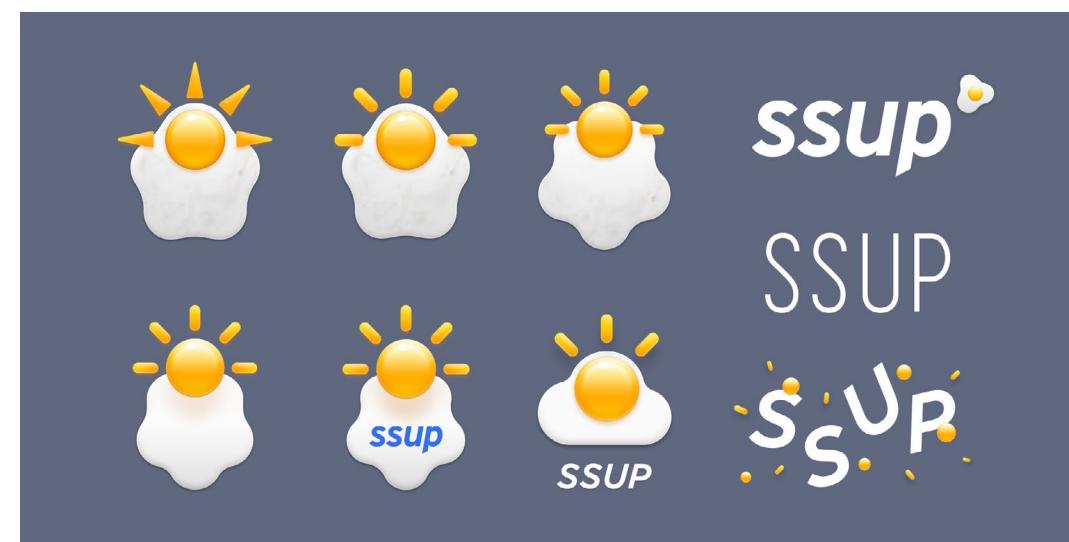
# BRAND IDENTITY

I reached the conclusion that brand identity is one of the most important factors that would drive users to this product. I conducted a lot of ideation to generate brand identity and naming and then my team selected the keywords to build the branding, such as 'Kitsch', 'Unique', 'easy-going'.

As a result, I found some of the vaporwave works with sunny side up which matched to the chosen keywords. Even though sunny side up could look ordinary, with the vibrant color it looks unique and different. We chose this idea to develop as our brand identity.



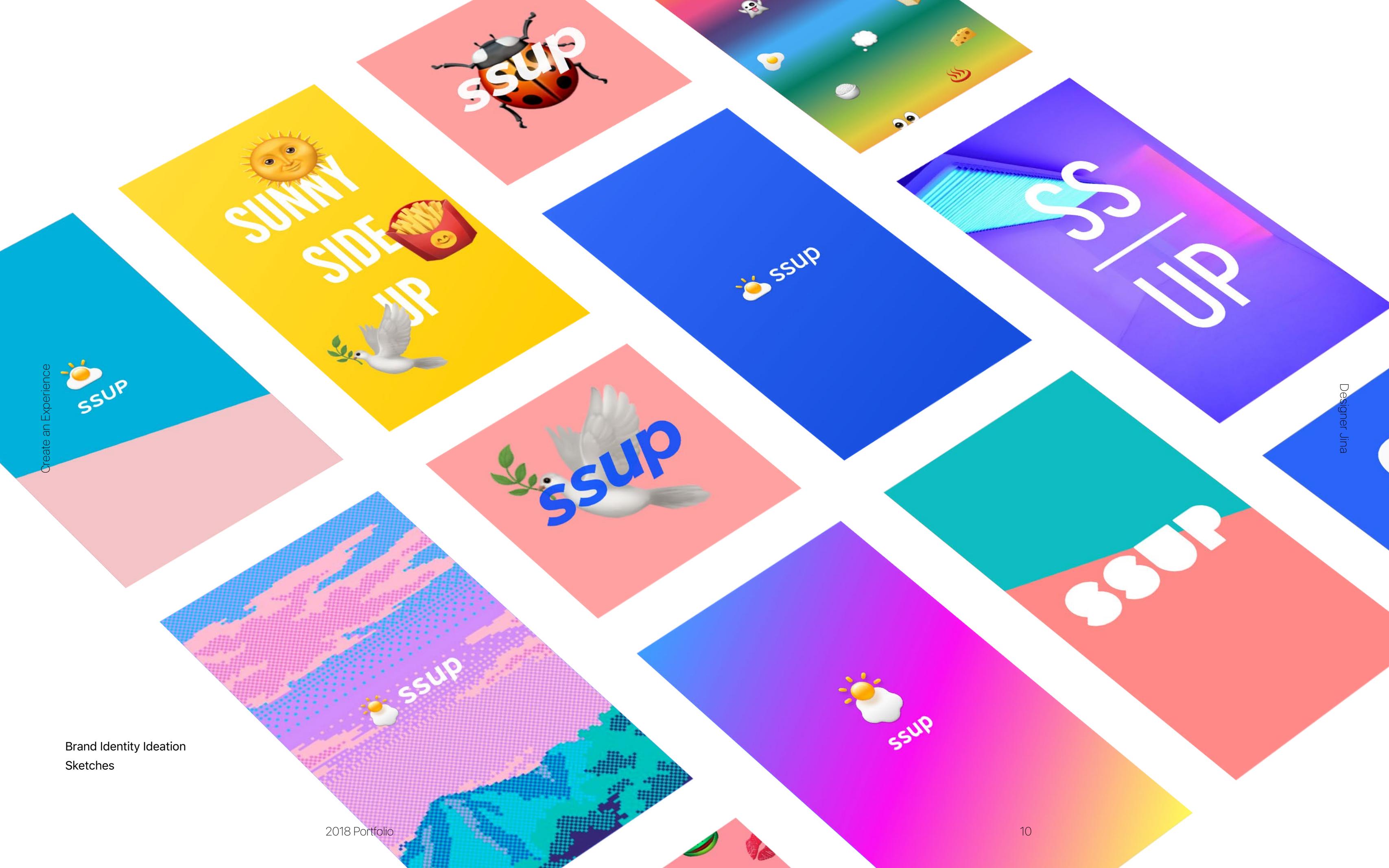
Brand Identity

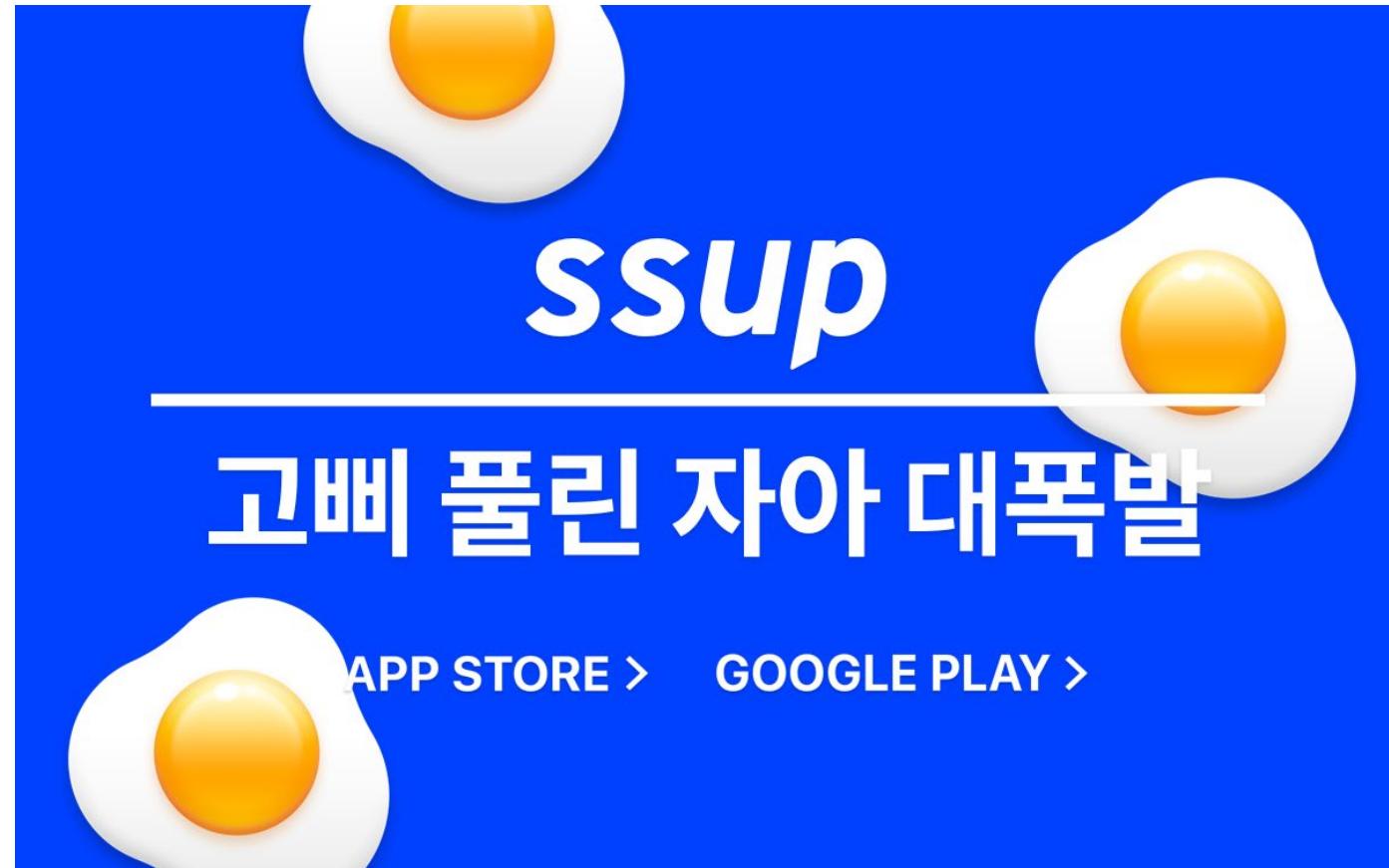


Sketches



App icon drafts





Website

Mobile Web Promotion



Designer Jina

# EmojiQuiz  
# TV Show

→ SOON 🏛️ 🇺🇸

# EmojiQuiz  
# Food

🇬🇧 🐟 🍟

**ssup**

Facebook Promotion

## BRAND PROMOTION

In order to promote this service, we decided to design promotion materials by using blue which is the main brand color, strong white typography and various Emojis, which can be communicated with a strong visual identity through other social medias and the web.

Output



2 types of Badge



2018 Portfolio

Beer&Soju Glasses

SSUP



Sticker Set

Designer Jina

## BRAND GOODS

We made brand goods to strengthen the distinctive brand identity. We intended to introduce our unique concept for potential customers. We produced a Ssup 'goodie bag' which included a branded pint and soju shot glass, stickers and badges.

02

## A CUP OF COFFEE, DATING APP

Period	April 2017 - Recent
Role	UI, UX, Branding Design, Co-founder
Output	Android App, iOS App, Web
Work for	Goblin
Member	1 Designer, 3 Client Developers, 1 server Developer.

### Situation

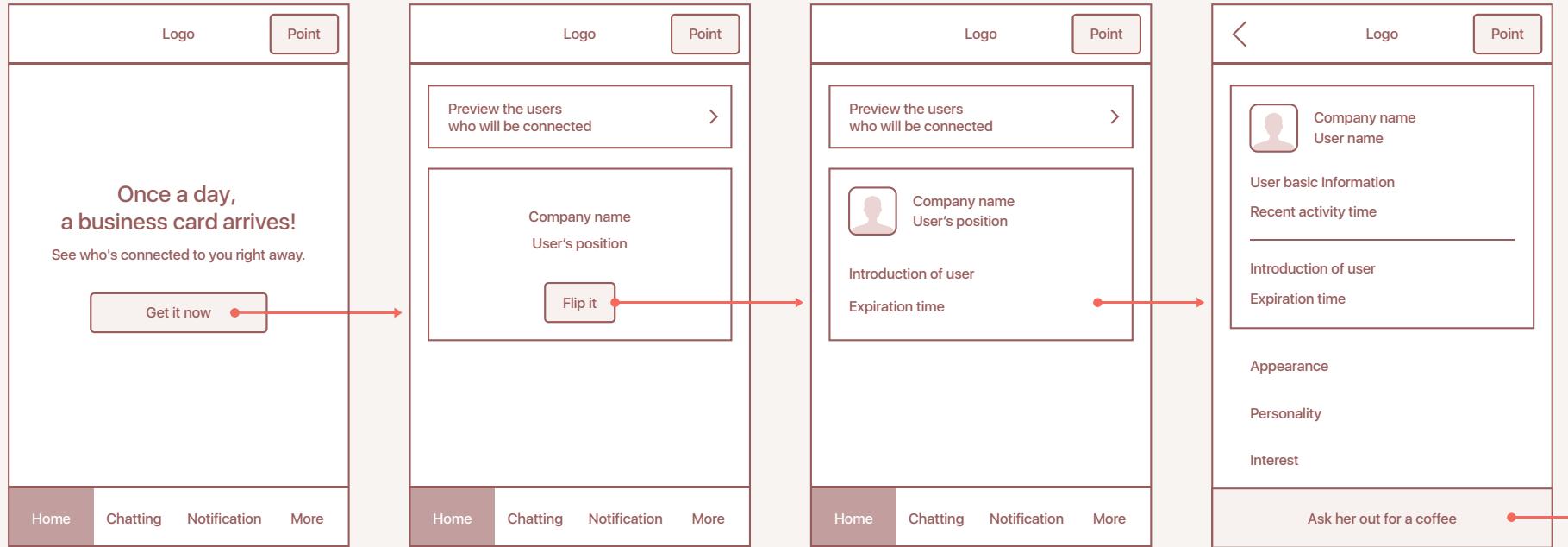
Although current dating apps are commonly used to find someone for fun, I found out that there are people who want to have a serious relationship through such apps. In South Korea, people tend to consider their marriage with someone who has a similar financial background. The idea is to connect people of a similar financial status.

### Solution

Users can join this service via verifying their company email address, which allows them to match to potential partners who work for a company which has a similar economic size. It helps them start their relationship more seriously.

App install - <https://withcoffee.me/>



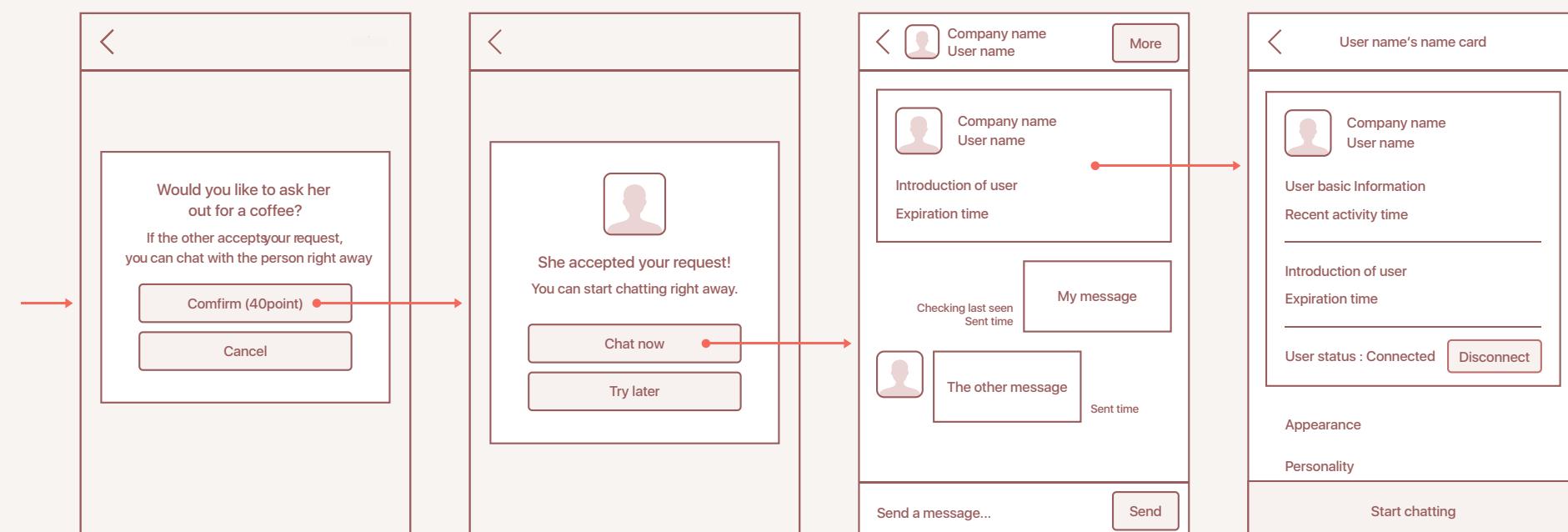


At the first step, it notify user that they can receive business cards every day.

The user receives the backside of a card showing only brief information for amplifying their expectation.

It can be appealed to users with the other's company names and short introduction.

The user can check the profile information of the others in the detail page and can ask for a date.



After users ask the request, they can see the price information only on the final pop over so that they can pay for it.

When the other accepts the date, It will be informed by pop-up, and users will know the acceptance wherever they are.

At the top of the chat room, there is a business card of the other so that they can check it at any time.

After connecting to the other person, they can check the date status in the profile so that they can organize the relation.

## UX CONCEPT

'A cup of coffee' is an app that introduces and connects a user to another user. The most important part was to show the profile information reliably even if they do not have a profile photo. In addition, the process of receiving business cards, dating request, payments and chatting has become natural and seamless.

# GET A BUSINESS CARD

The biggest concept of this app is **a meeting between business people who certify their company emails**. By verifying their company emails, they have clear identity guarantee even without a profile. By reflecting this concept in the UI, I created it as giving and receiving business cards.

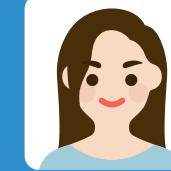
Try the prototype by Flinto - <https://goo.gl/TmKSi3>

Create an Experience

-  Position, Age
-  Height, Body type
-  Where to live
-  Education
-  Status, Religion
-  Smoking, Drinking
-  Appearance
-  Personality
-  Interest
-  Recent activity time



**LINE**  
Summer  
  
Developer, 31  
five feet seven inches, slim athletic  
  
Kangnam-gu, Seoul  
Seoul Univ.  
Single, Christian  
Non-smoker, Social drinker  
  
Active within 3 hrs



**facebook**  
Designer  
  
**I hope that we have a meaningful conversation**  
  
⌚ 59:59



**airbnb**  
Developer  
  
**I maintain a positive attitude and keep an open-minded**  
  
⌚ 24:38      [more >](#)

 **She asked you to have some coffee**

Designer Jina

## MEETING A RELIABLE PERSON

Users get several business cards that match with the ideal partner. These shows profile details including their workplace, age, appearance, location, personality, a short introduction, and so on. The user can see more details via the given business card. Moreover, they can request to send a message or accept the request.

The image shows a mobile application interface for '커피한잔' (Coffee Card) in beta. The top navigation bar has a coin icon labeled '\$100'. Below it, a banner says 'Cards arrive at noon everyday' and 'Preview the 3 users who connected you'. A red card from 'airbnb' (Strategy Planning) features a profile picture of a woman and the text 'I wanna spend a warm winter & new year' with a note '(Disappear in 24 hrs)'. A green card from 'LINE' (Developer) says 'I maintain a positive attitude and keep an open-minded' with a note '(She asked you to have some coffee)'. On the right, a detailed profile for 'Summer's Business card' shows a photo of a woman named Summer (Snapchat), developer at 31, from Kangnam-gu, Seoul, Seoul Univ., single Christian, non-smoker, social drinker, active within 3 hrs. It includes a quote 'I maintain a positive attitude and keep an open-minded' posted at 05:36. Below the quote are several personality traits: Babyface, Clear skin, Sexy back, A sense of humor, and A good figure. Further down are interests: Camping, Scuba diving, Travelling, Sweet, Smiley, Sociable, I'm a person, and what I heard it many times are. At the bottom is a purple button with a heart icon and the text 'Ask her out for a coffee'.

Business card list

Business card list

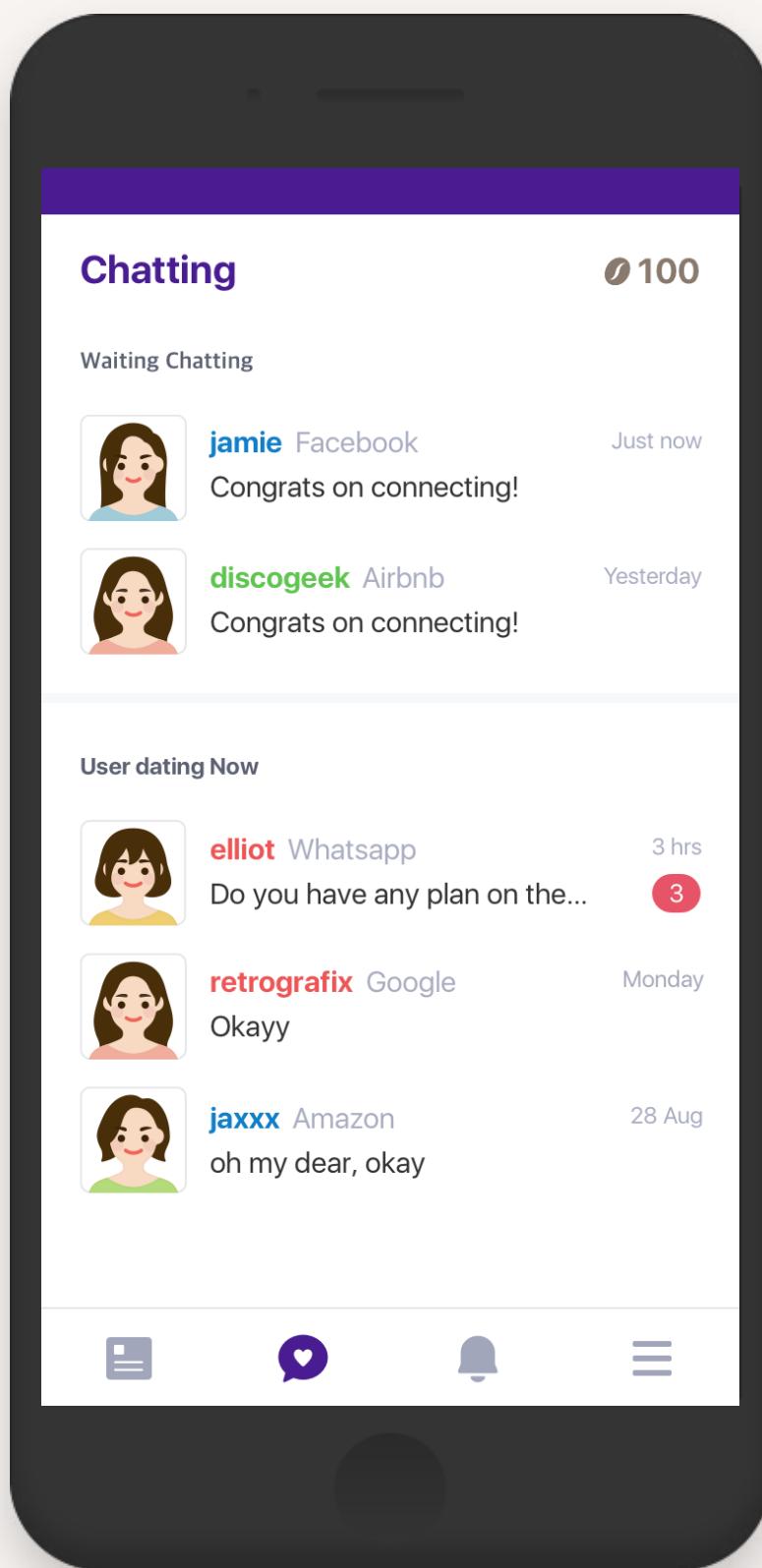
Summer's Business card

A Cup of Coffee

Designer Jina

2018 Portfolio

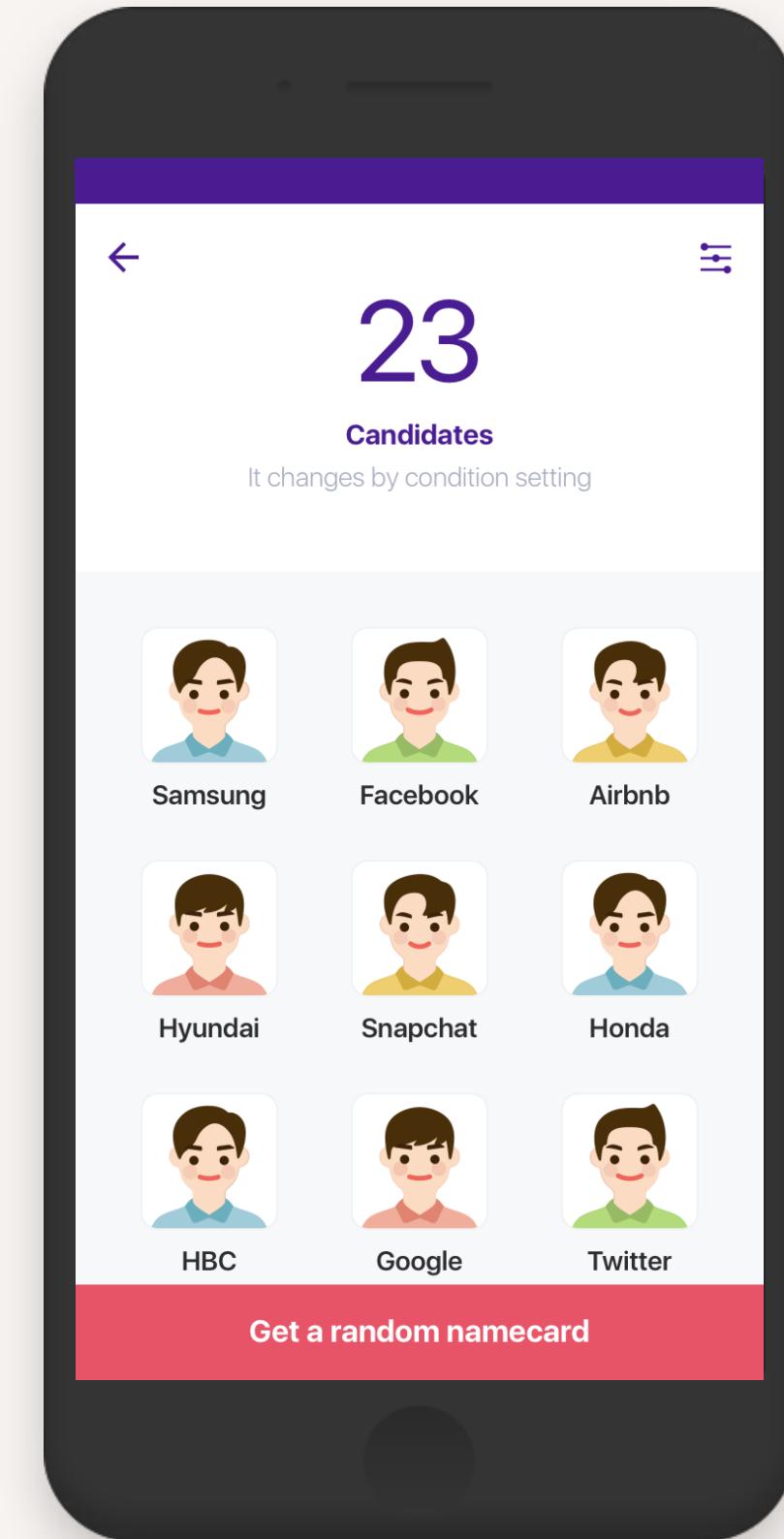
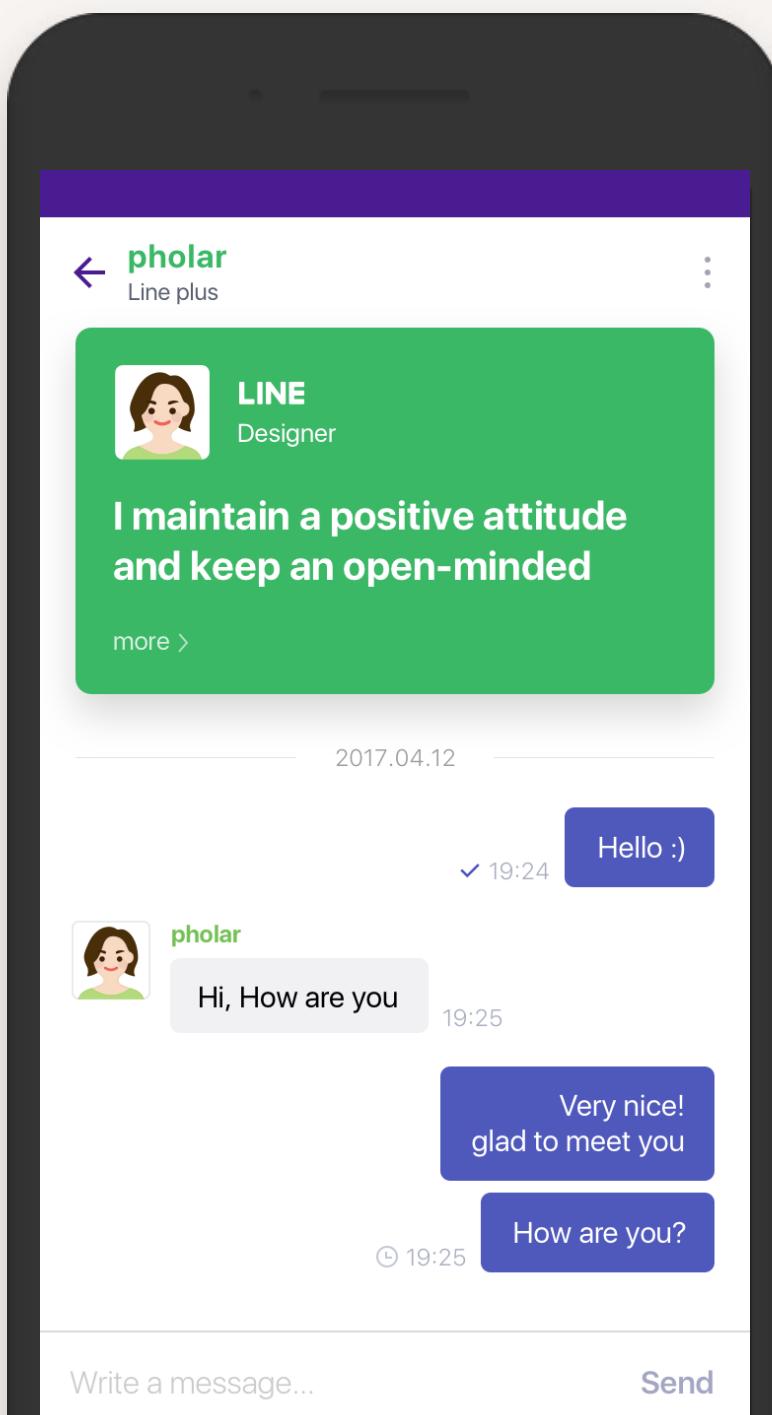
16



Chatting

## EXPLORE PEOPLE

There are two ways of meeting people in this app, one is generally getting some cards at noon for free, another way is by buying a random card. [They can find their partner through the various ways.](#)



Candidates who are able to connect you

03

## CIRCLE, SOCIAL MEDIA

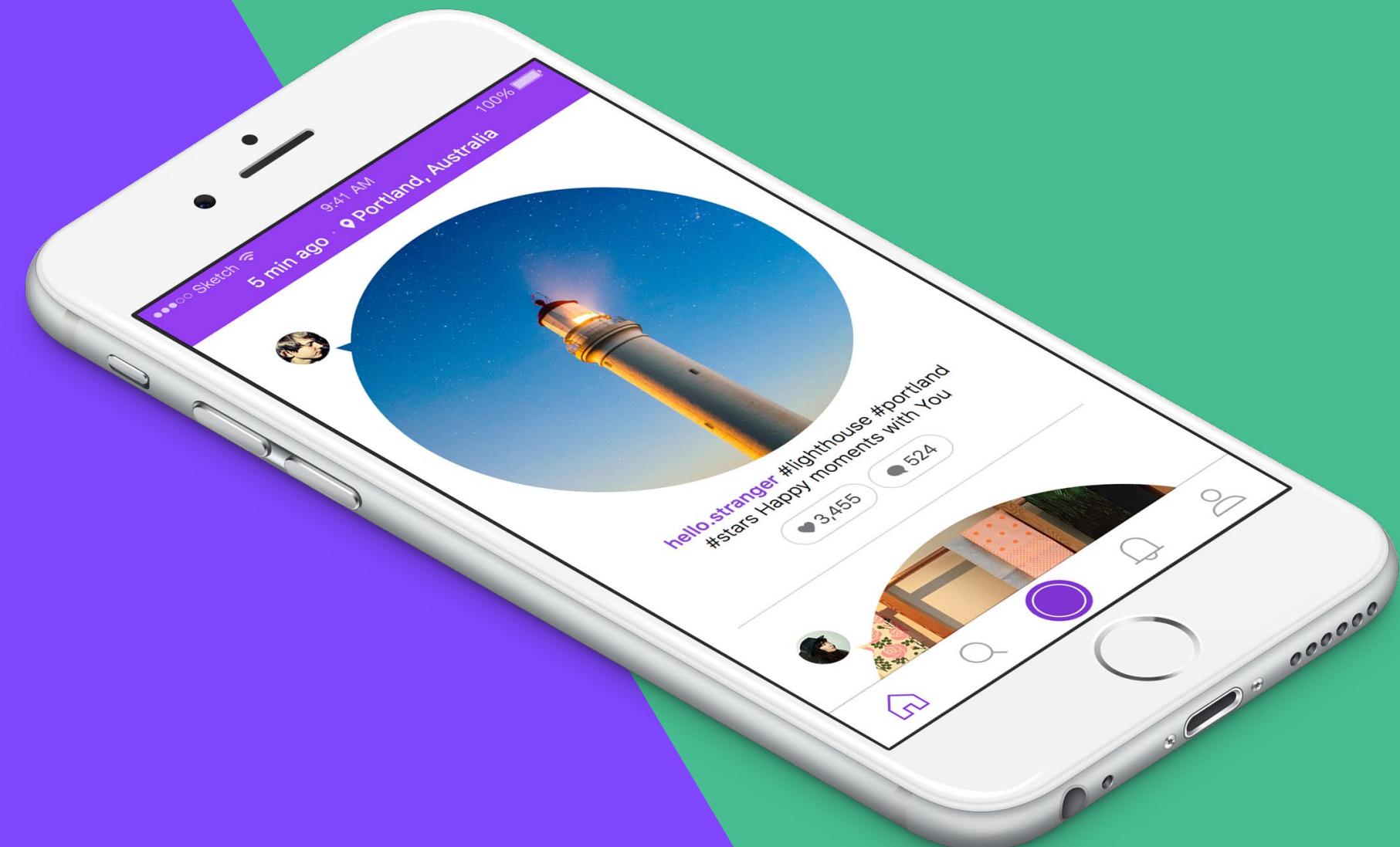
Period	June - September 2015
Role	Service planning, UI / UX Design
Output	iOS App, Prototypes
Work for	Kakao corp.
Member	1 Project Manager, 1 Designers, 2 Client Developers, 2 Server Developers.

### Situation

Kakao has cornered the Korean messaging product market. However, Kakao could not attract user in their 20s to their social media service as they mainly use Facebook and Instagram. In order to tackle this problem, our team was built to achieve the goal to make a **photo social media targeting the 20s**.

### Solution

20s users fully understand how to use any app on a smart phone. However, they don't use social media just for functional purposes. **We found out what 20s users really want in an app.** I decided to make a product having a distinctive interface. In addition, I noticed an interesting trend on social media, whereby users were watching random content which was related to them. I produced quirky digital interaction and functions which could attract our target audience.



# UNIQUE INTERFACE

Output

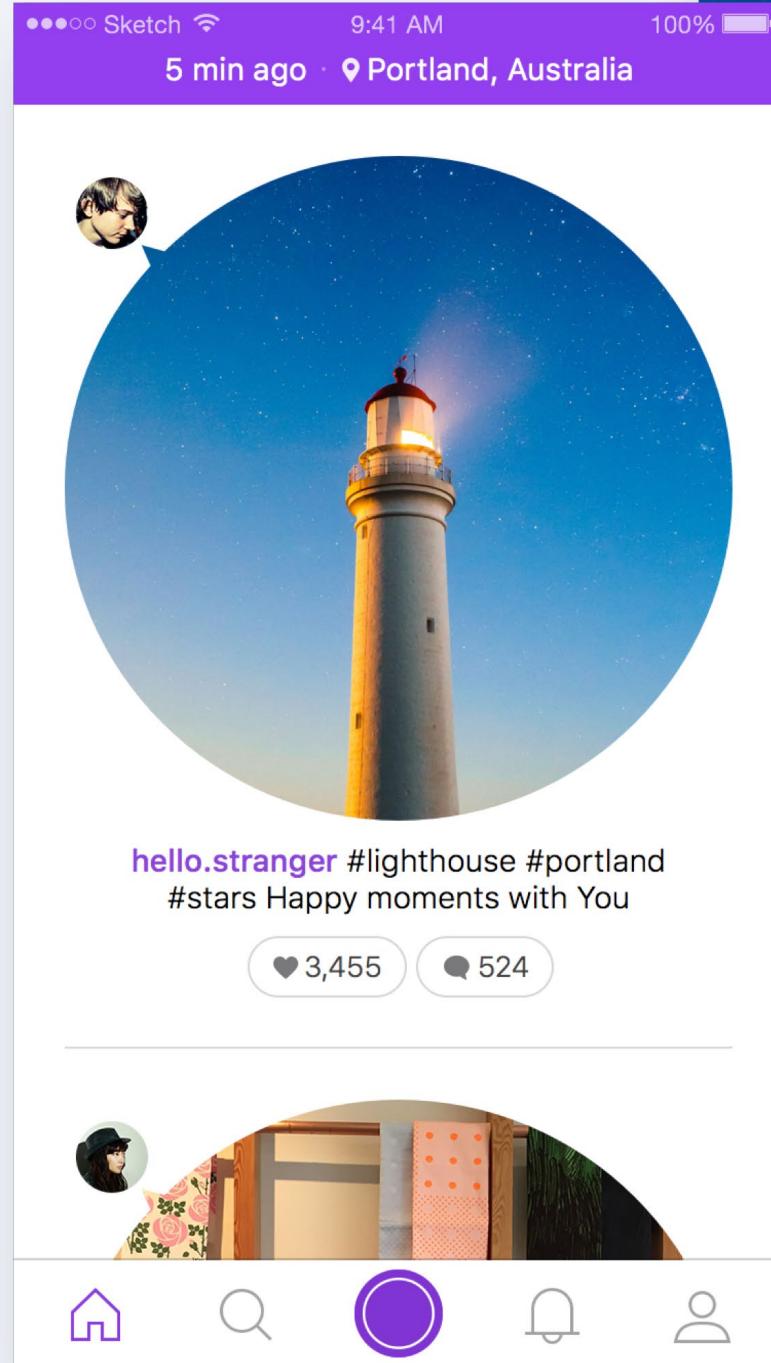
A circle has 2 meanings: **Difference** and **Discovery**. It has a different photo frame by having a circular photo frame by which is common in other social media. The circle shape enables unique interaction, and it looks like discovering something new by telescope.

Moreover, I visualized an interesting effect when users moved to the detailed. As the circle get bigger, the user can see more details of the photo.

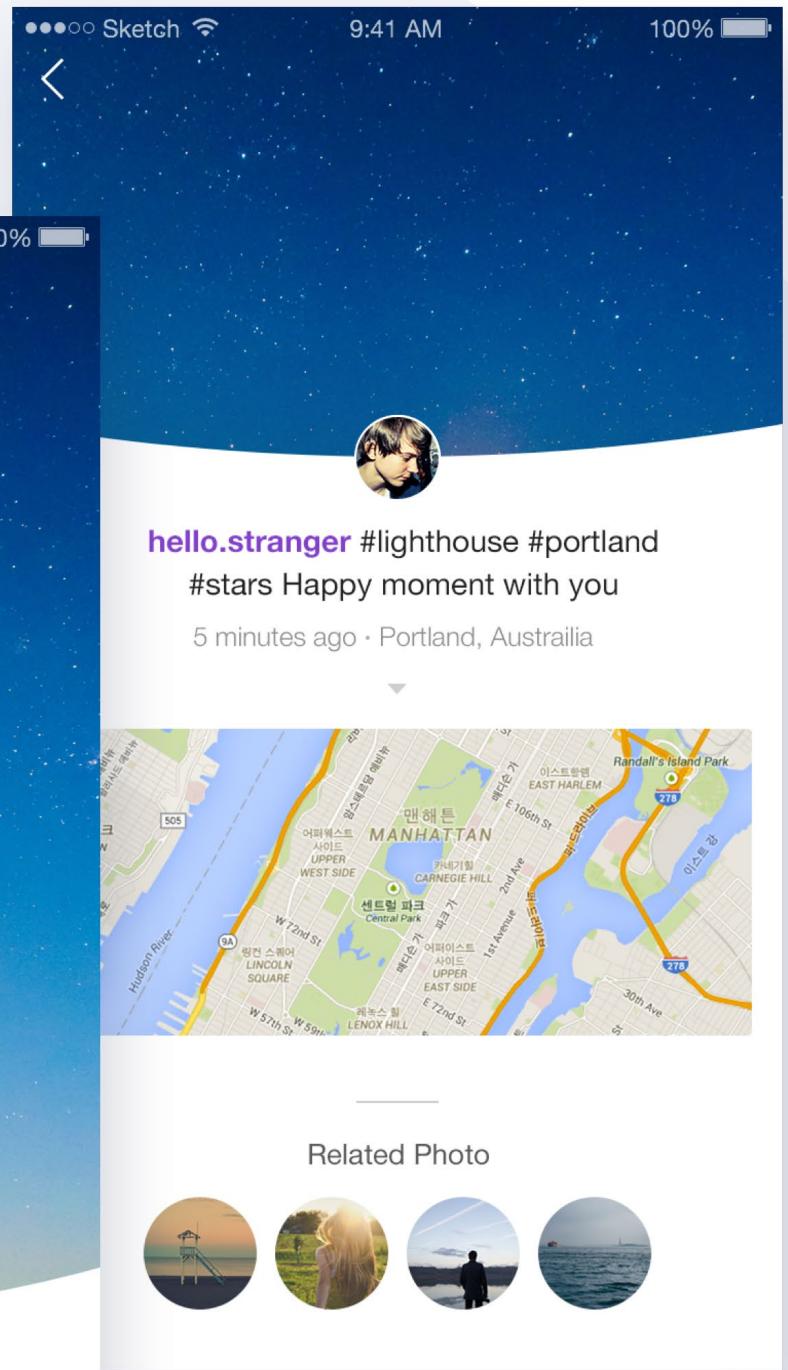
You can try it by Flinto

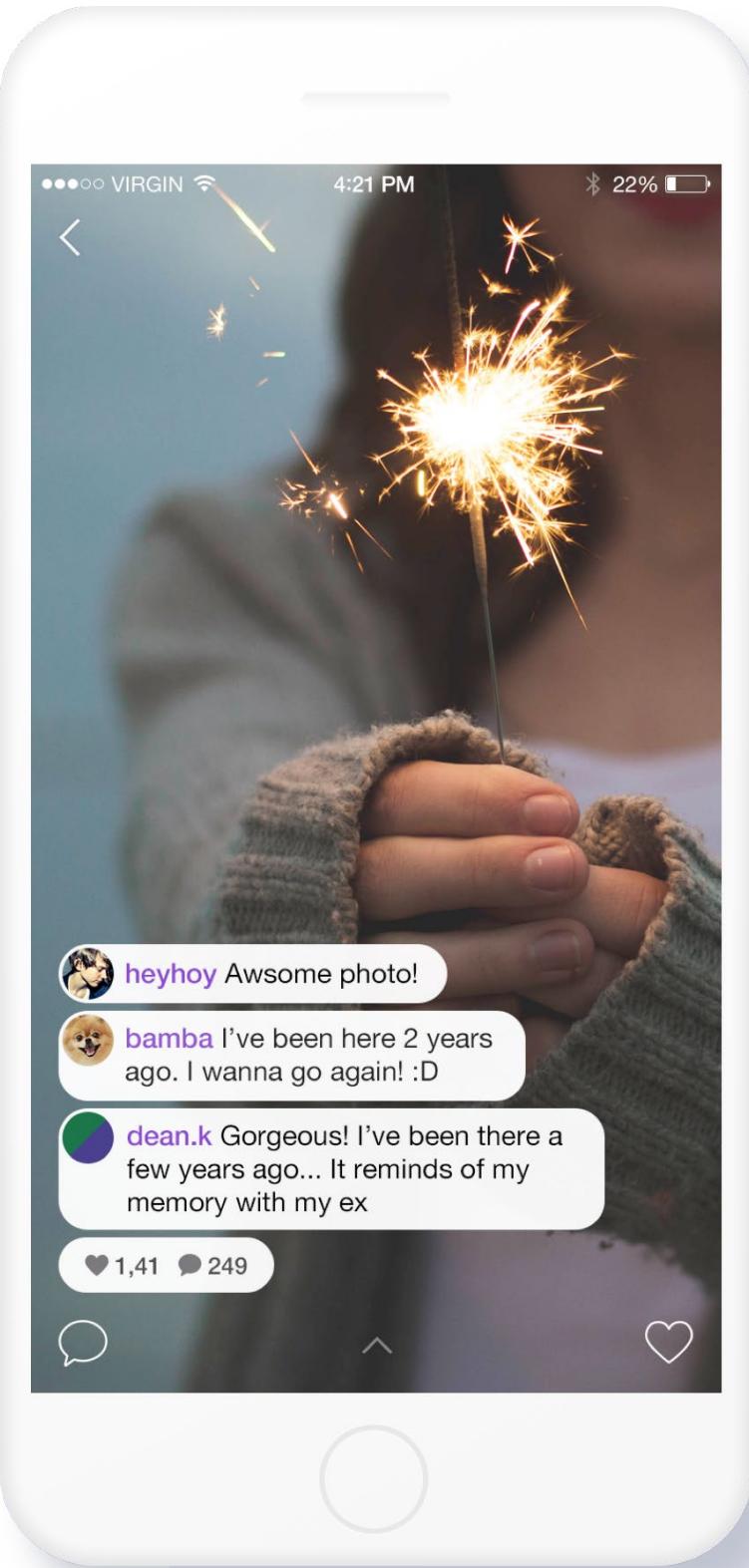
Interaction - <https://goo.gl/mckBn9>

Random Post - <https://goo.gl/Ty27K5>

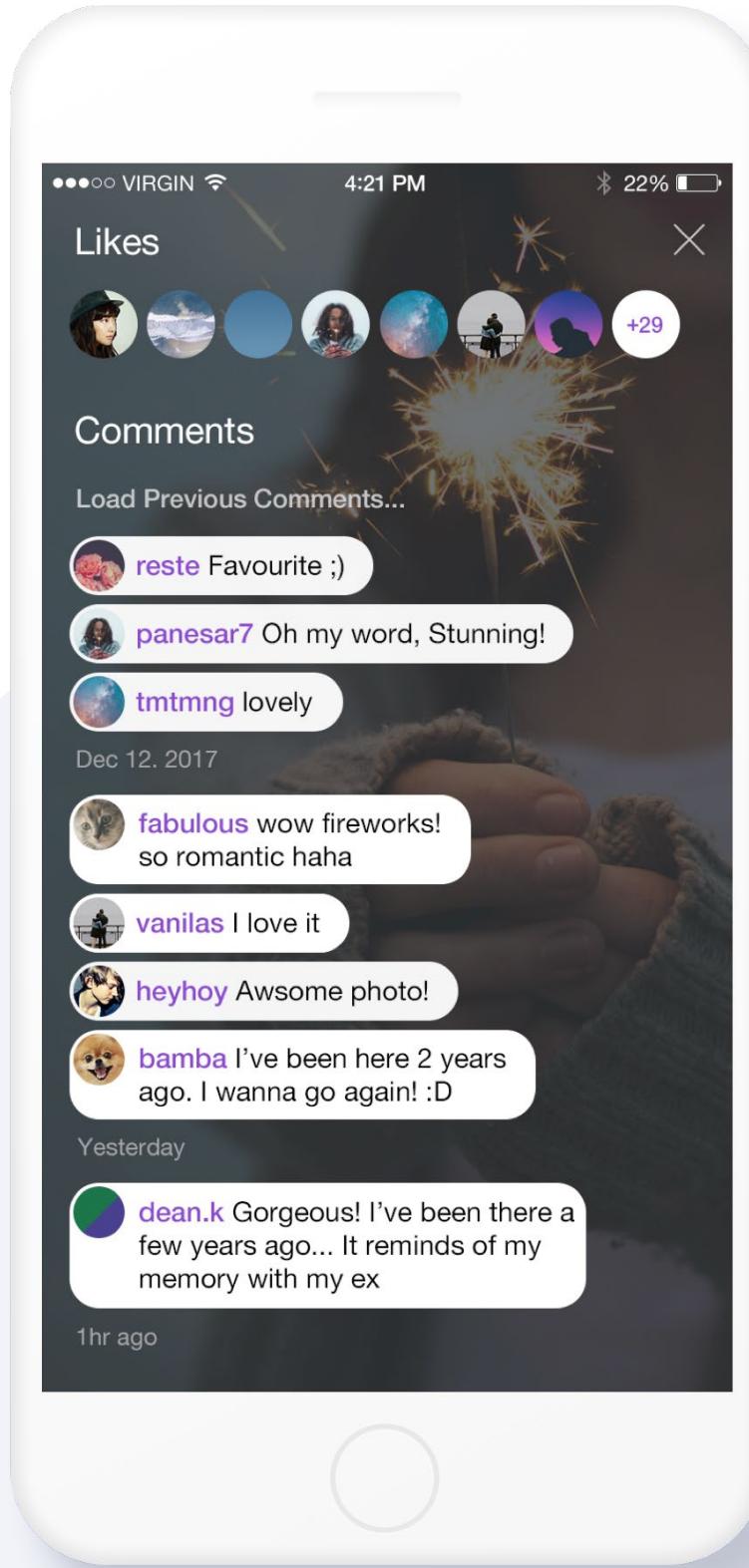


Circle



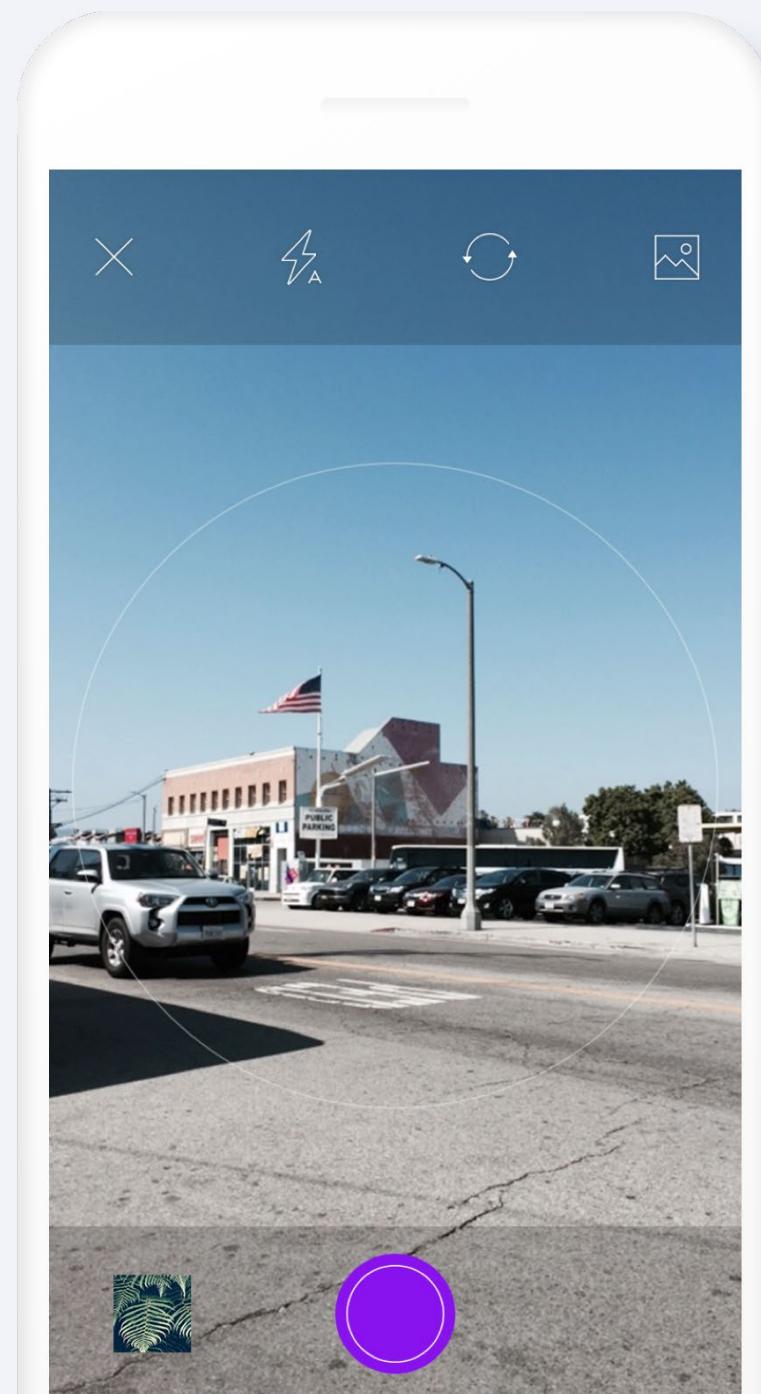


Comments and Likes



# VISUAL CONCEPT

I designed trendy visual user interface for this concept. Line and flat surface were used to design icons and user interactions were applied to the icons which makes it more joyful to use.



04

## KAKAOGROUP, SOCIAL MEDIA

Create an Experience

Period	December 2013 - April 2015
Role	UI / UX Design
Output	iOS App, Android App, Mobile Web, PC Web, Promotion
Work for	Kakao corp.
Member	1 Project Manager, 4 Service planners, 6 Designers, 16 Client Developers, 4 Server Developers.

### Brief

Kakaogroup is closed social media for the group which is gathered for same interests or the instant purpose. It is able to post and chat, also various function such as schedule, timer post, making a school group and a photo album for supporting socializing.

### Description of the role

I joined this team right after product launch. The team was a quite big size, so I worked as a designer of one part. My responsibility included **designing writing functions**. I came up with solutions to **share multiple attachment and timer post function**. In addition, several digital metarials for the promotion was created in this project.

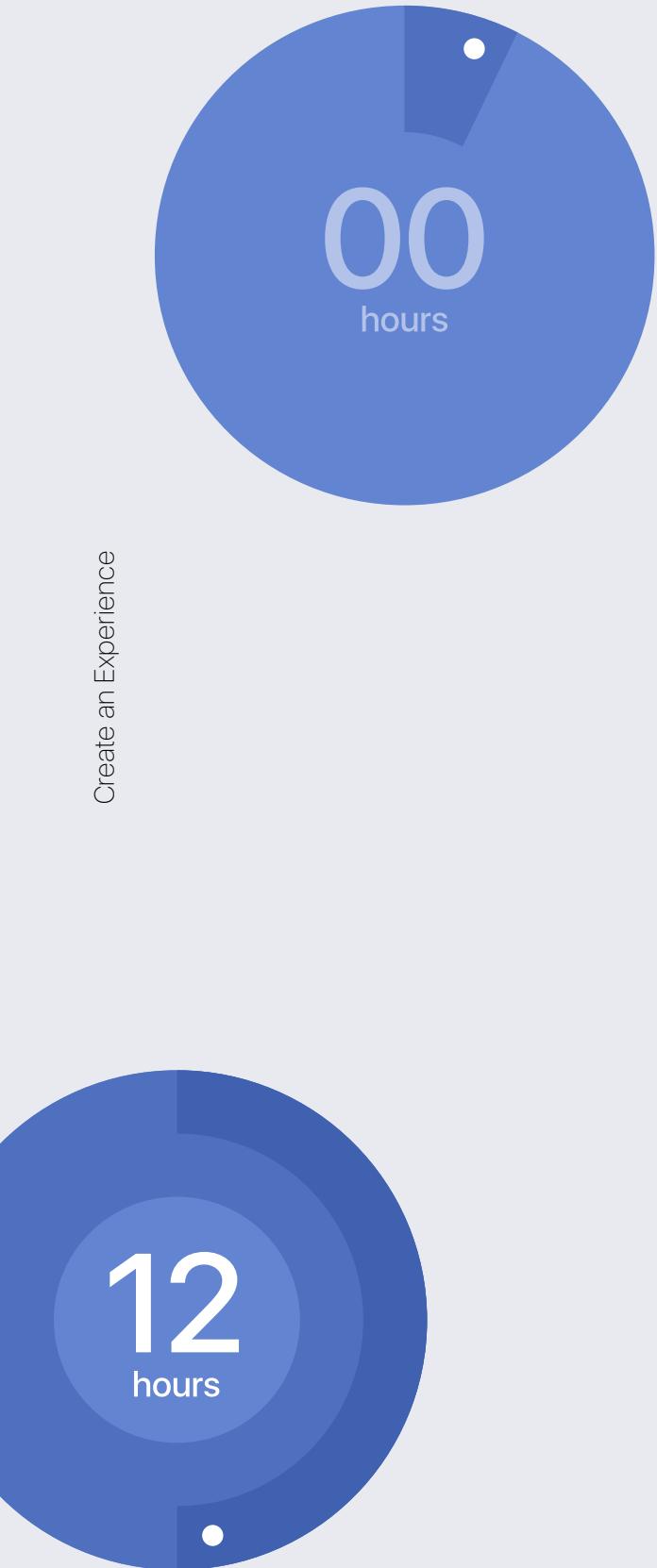
App Install - <https://play.google.com/store/apps/details?id=com.kakao.group&hl=ko>



# WALK THROUGH

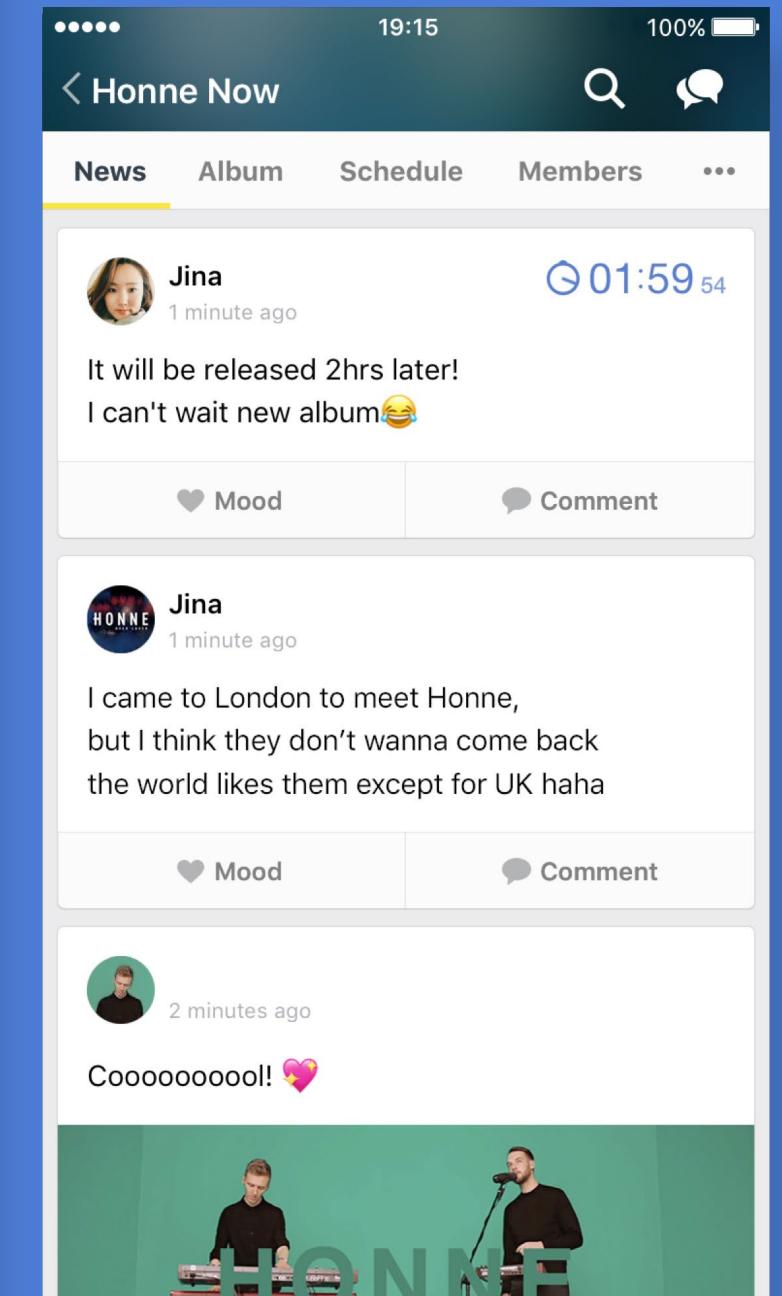
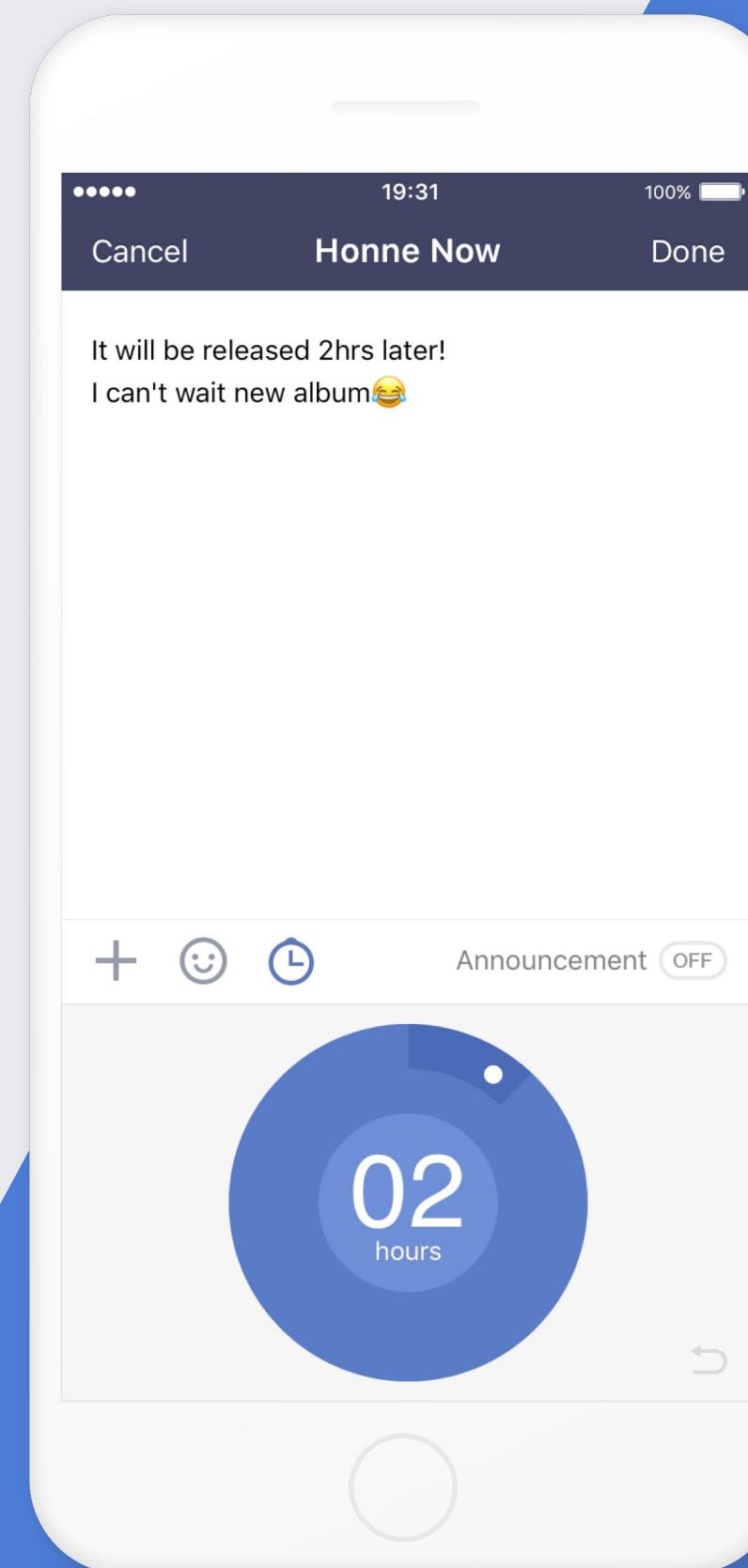
After releasing an update of big features, we had to notify this information to users. I designed walk through pages consisted of chatting, share attachment, add stickers to comment. I created [illustrations to assist users](#) to understand new features easier.





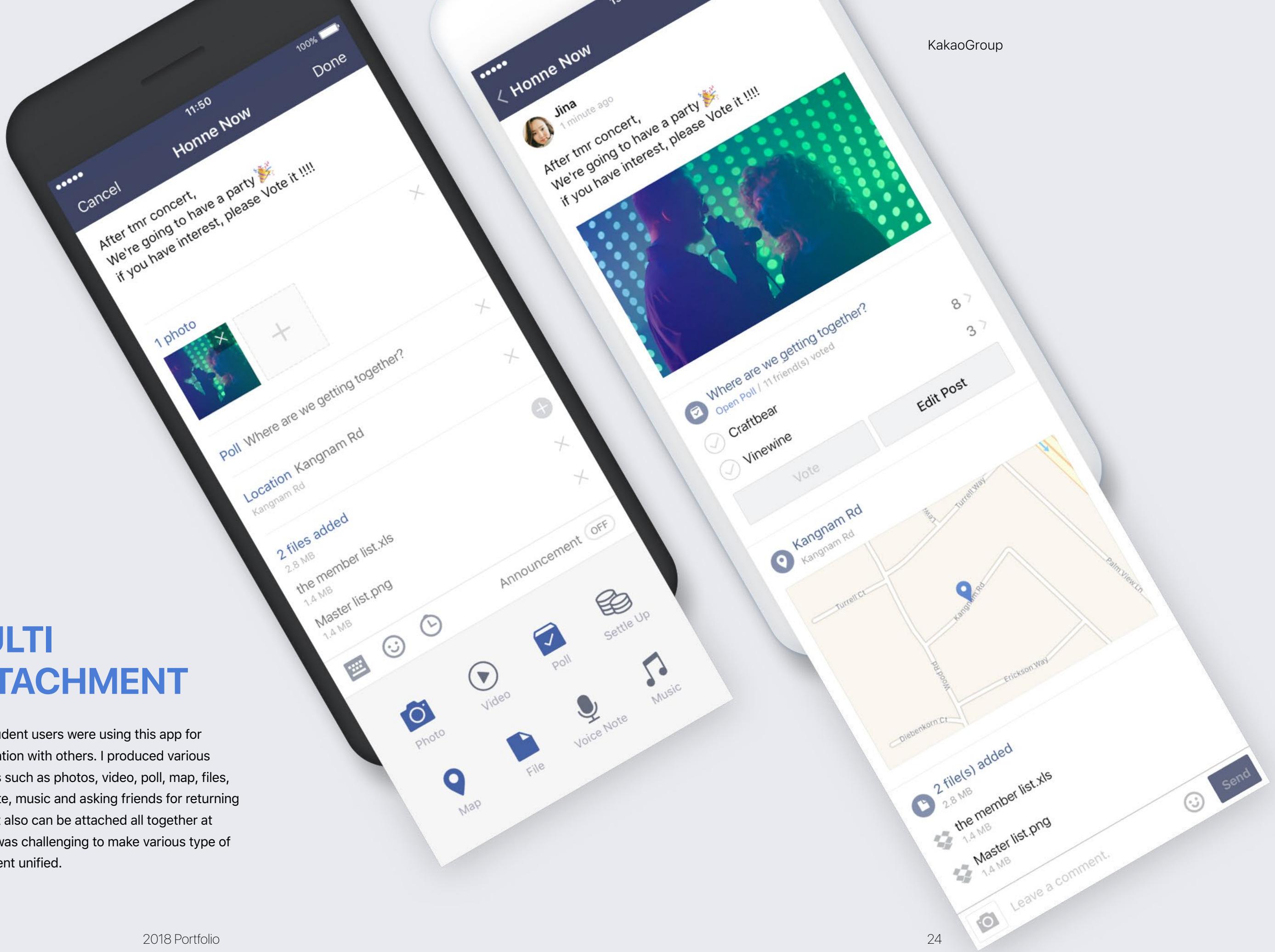
## TIMER POST

I came up with the idea which interests 10s users. It is a type of posts which is disappeared after setting time. The user can set the time of post, the time is displayed on the post.



## MULTI ATTACHMENT

Many student users were using this app for collaboration with others. I produced various materials such as photos, video, poll, map, files, voice note, music and asking friends for returning money, it also can be attached all together at once. It was challenging to make various type of attachment unified.



05

## KAKAOHOME, ANDROID LAUNCHER

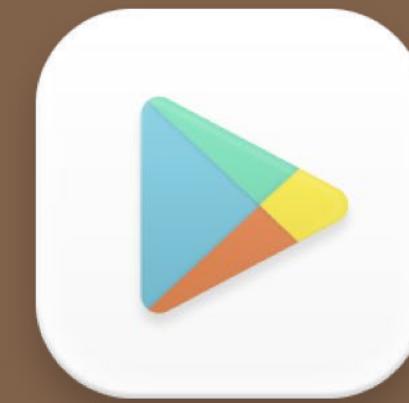
Period	June - December 2013
Role	UI/UX Design
Output	Android App
Work for	Kakao corp.
Member	1 Project Manager, 2 Designers, 3 Client Developers

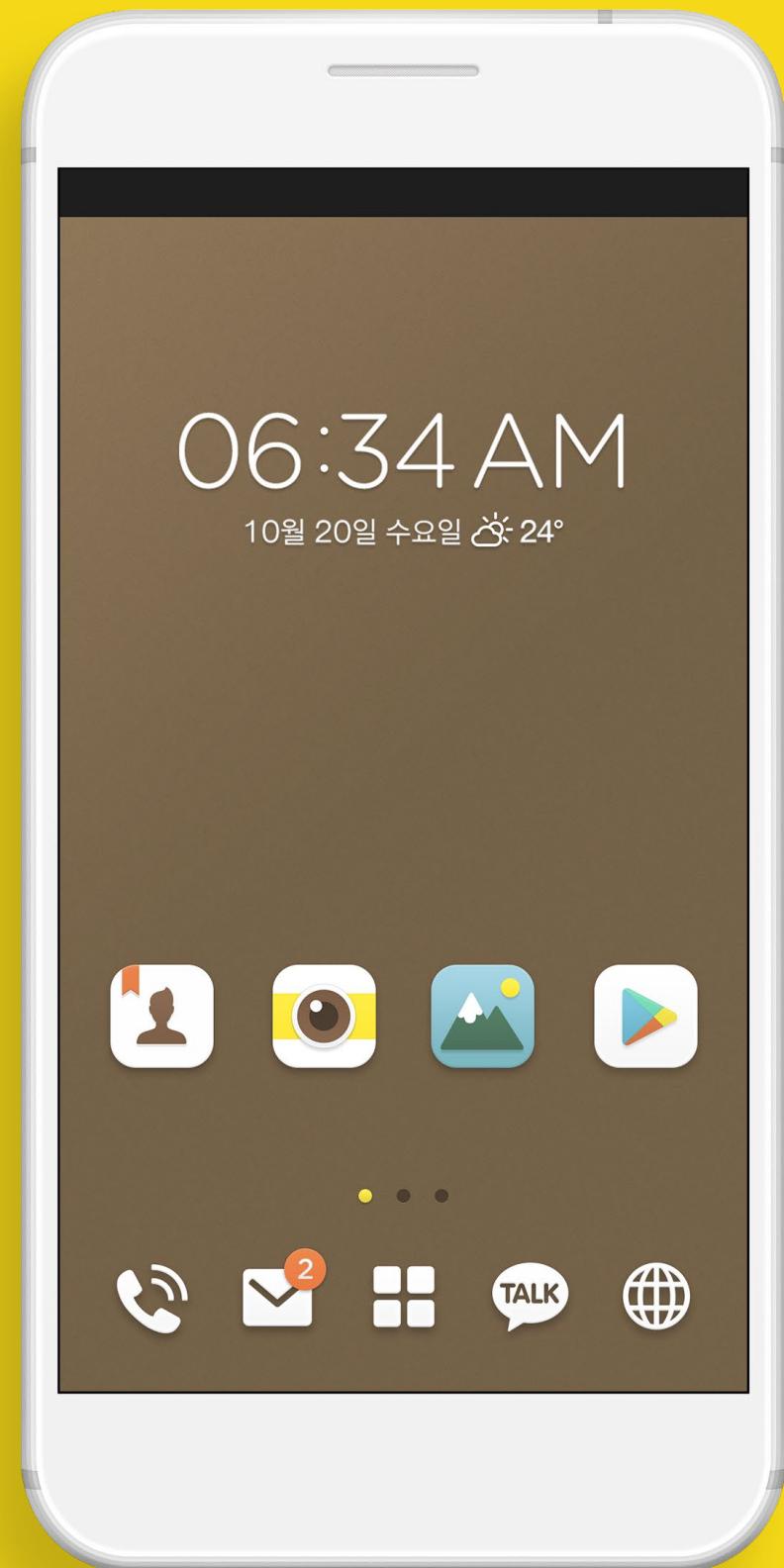
### Brief

KakaoHome is one of popular Android launcher. It has various themes which decorate user's mobile interface by their preference.

### Works

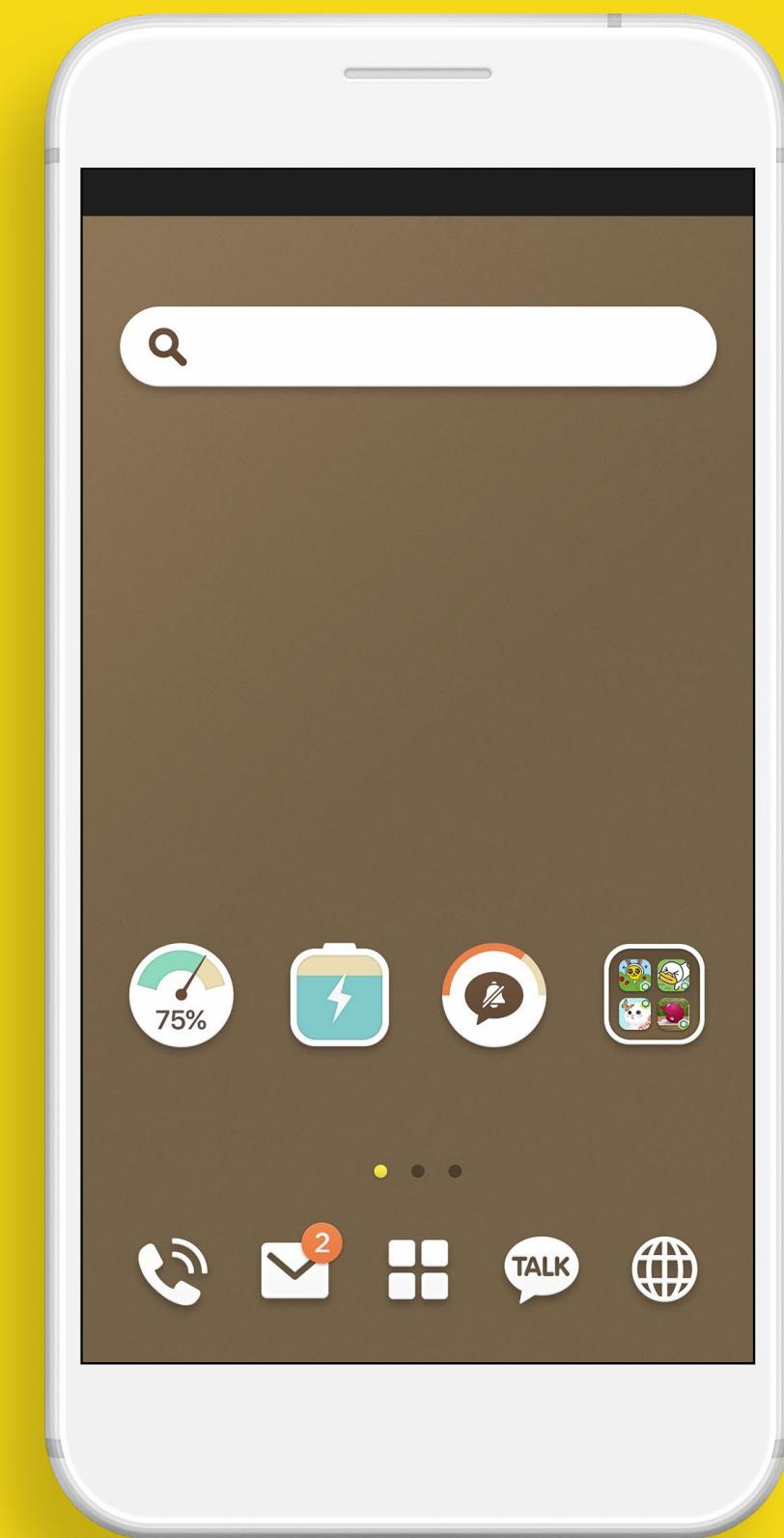
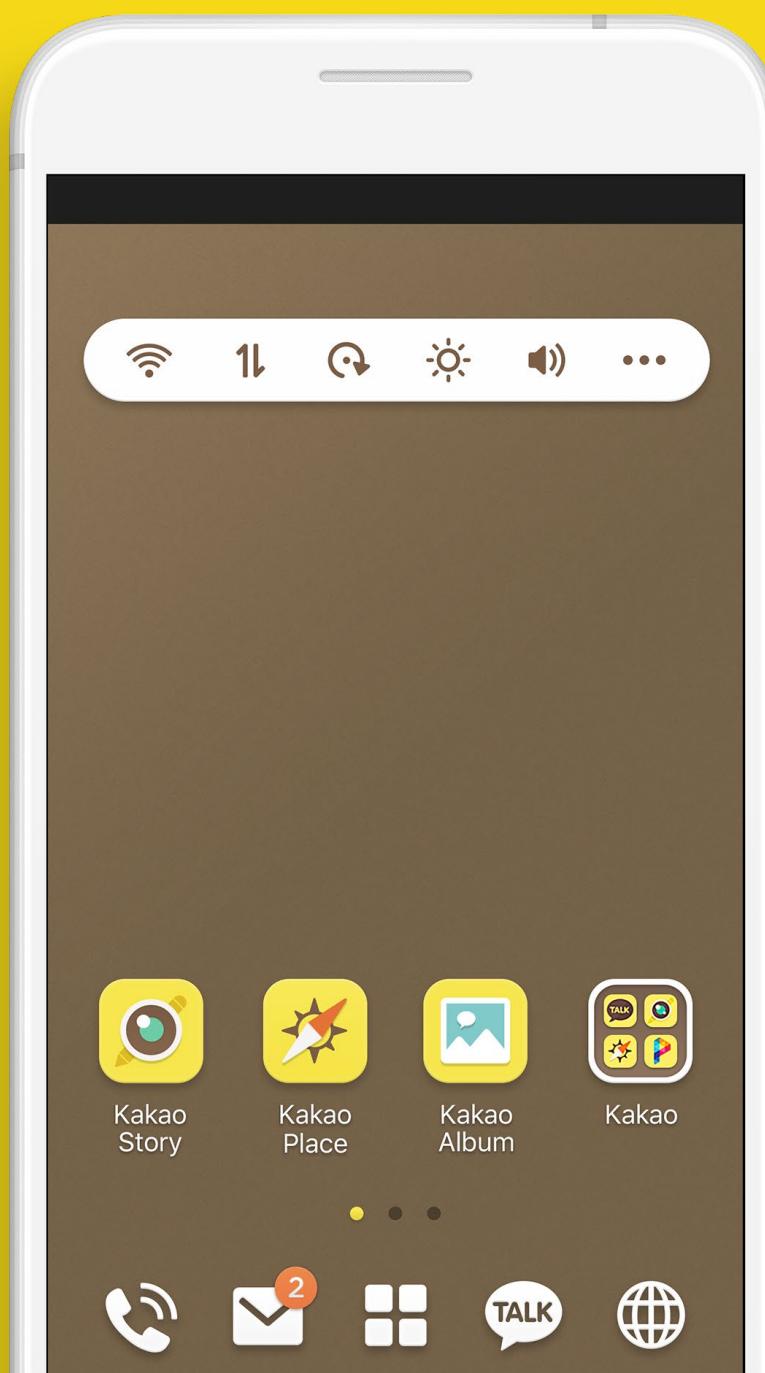
I participated in this team after launching. The team needed to design different styles for themes and default themes as well. I created a renewal version of KakaoHome.





# KAKAOHOME 2.0

I was assigned to design renewed default themes. The design concept was to be '**basic**' and '**familiar**' for the user who has a difficulty to use digital products.



# CRAYON POP

To target the 10s users, the theme was designed with simple but cute design element with pastel color palette.



08

# NAVER CALENDAR

Period	June - December 2013
Role	UI/UX Design
Output	Android App
Work for	Kakao corp.

I participated in Naver calendar renewal project.  
 I created the initial design concept which was submitted for internal design competition.



07

## KAKAO FLEA MARKET POSTER

Create an Experience

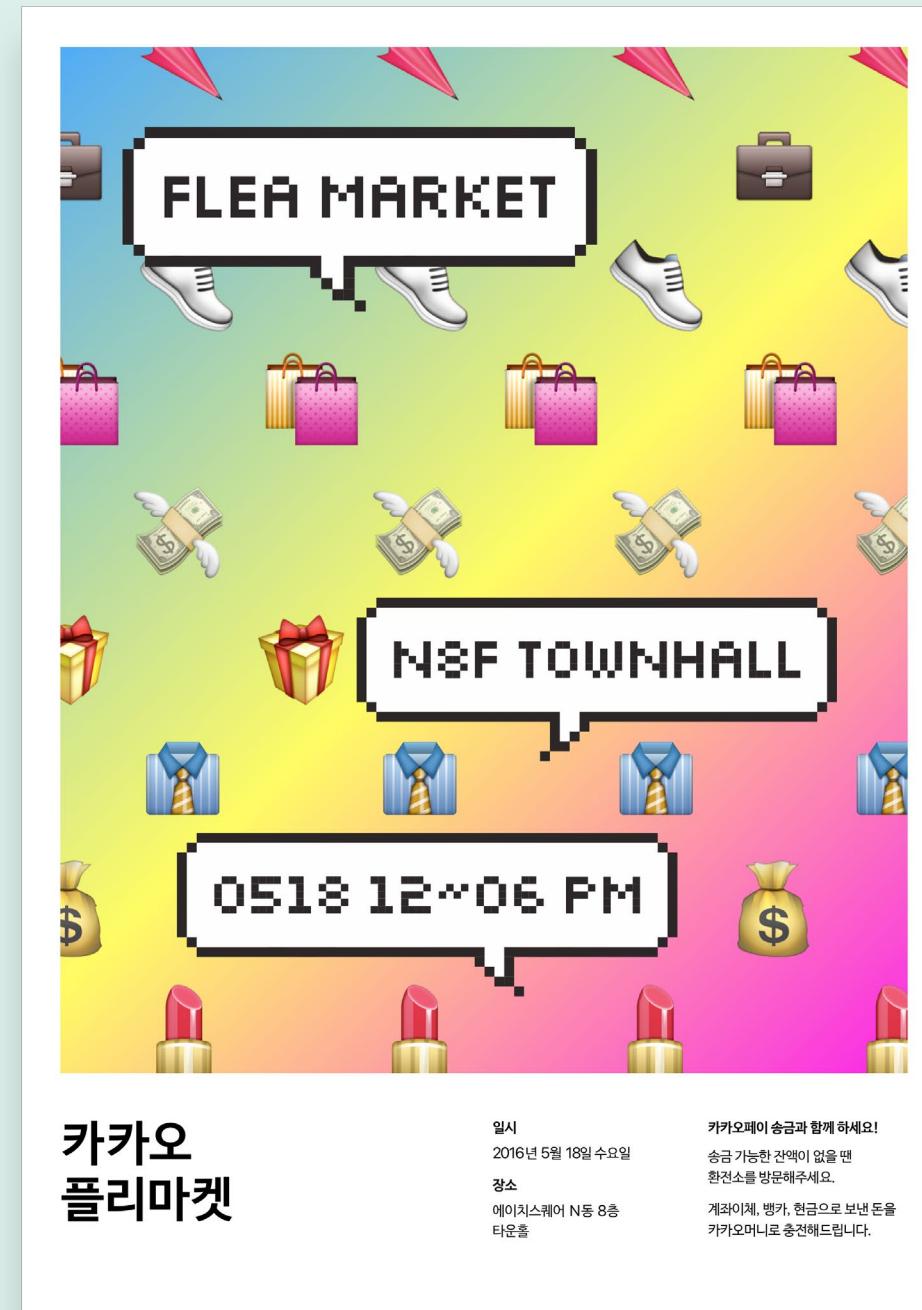
Period June - December 2013

Role GUI

Output Android App

Work for Kakao corp.

This event was managed and held by myself in order to bring the opportunity to socialize with colleagues in Kakao. It was held three time during the time I worked there and the result of this event was successful.



Designer Jina

