Hye Won Kim

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Education

Cornell University
B.S. Information Science '20
B.S. Communication '20
M.P.S. Information Science '21

Projects

AniCade, Product Designer
Spring '20 in Ithaca, NY
Developed a design concept on encouraging meaningful social interactions online through mobile MMORPG.

CÜ Roomies, Product Designer
Fall '19 in Ithaca, NY
Developed a design concept on fostering a collaborative planning process for Cornell students looking for housing.

Starstruck, UX/UI & Game Assets Designer
Spring '19 in Ithaca, NY
Designed UX flow, UI elements, and developed all game assets for Starstruck, an award-winning game produced in the Computer Game Design Course at Cornell.

Skills

Design
UX, Ideation & Workflow
Interaction & UI Design
Adobe Creative Suite
Sketch, Origami Studio, Figma, Framer & InVision

User Research
Interviews & Surveys
Usability Testing
Qualitative Analysis Methods

Programming & Tools
Microsoft Office
HTML/CSS
Python

Work Experience

Bornbir, Product Designer
Jul '20 - Present in Ithaca, NY (Remote)
Responsible for creating and prototyping design concepts, presenting product ideas, as well as conducting user and market research.

Kinolights, Freelance UX/UI Designer
Jul '19 - Aug '19 in Seoul, South Korea
Developed a redesign proposal to improve user flow and overall UI of Kinolights, a movie recommendation platform based in Seoul, South Korea.

SENZA Music, Freelance Designer
Jan '18 - Aug '19 in San Francisco, CA & Ithaca, NY
Reformed the brand for SENZA, an electronic music artist with 3,100+ plays on Soundcloud. Designed the current logo and created album covers and social media content for SENZA's profile on Soundcloud, Facebook, and Twitch.

AIA Insurance, Design Intern
Jun '18 - Aug '18 in Seoul, South Korea
Conducted primary-level market research for digital marketing and product benchmarking. Redesigned the interface for the current Vitality App to improve user flow.

TIPTOE&, Content Designer
May '17 - May '18 in Ithaca, NY & Seoul, South Korea
Designed infographics and marketing materials for TIPTOE&'s second crowdfunding project that resulted in exceeding the goal of funding by 445%.

Related Experience

Communication and Collaborative Technologies Lab, Research Assistant
Spring '19 in Ithaca, NY
Joined a research team of five on the study of BEAM, a telepresence robot.Conducted usability testing and sketched design concepts to improve robot's accessibility.

INFO 4240: Designing for Social Impact, Teaching Assistant
Spring '19 in Ithaca, NY
Worked as an undergraduate teaching assistant for an upper-level course that focuses on analyzing the values embodied in technology design and designing technologies to promote positive social impact.