

# 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 game.

### [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 designs for Bornbir core UX, presenting product ideas, conducting user and market research, and Discourse integration.

### 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 32,000+ 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.