

HYEWON 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, UX/UI Designer

Spring '20 in Ithaca, NY

Developed a design concept on encouraging meaningful social interactions online through a mobile game.

Starstruck, Game Assets & UX/UI 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)

Led the heuristics evaluation process to redesign Bornbir's core UX. Currently redesigning core UX flows and UI to increase the conversion rate of parent users and healthcare providers.

Waffle TV, Contract Game UX/UI Designer

Sep '20 - Present in Ithaca, NY (Remote)

Responsible for designing UX flow and UI elements for the Virtual World feature on Waffle TV's mobile app (beta testing).

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 Brand Designer

Jan '18 - Aug '19 in San Francisco, CA & Ithaca, NY

Reformed the brand for SENZA, an EDM 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 UI for the AIA Vitality App to improve user flow.

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 the 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.