Hyewon Kim

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Product Designer / User Experience Designer

Experience

Bornbir
Product Designer | Jul '20 - Present
Led the heuristics evaluation process for core UX/UI overhaul. Currently redesigning booking experience for parent users to increase user conversion.

Unbroken Promise Initiative
UX Researcher & Designer | Sep '20 - Present
Conducted door-to-door interviews with West Village residents. Currently creating data visualizations of analyzed data for UPI's website.

AIA Vitality
Product Design Intern | Jun '18 - Aug '18
Conducted market research for product benchmarking. Developed a redesign proposal for AIA Vitality app to increase user engagement.

Projects

Fisheye Surf
Freelance UX/UI Designer | Present
Currently redesigning home, search & photographer page for fisheyesurf.com.

Waffle TV
Freelance Game UX/UI Designer | 2020
Designed UX flows & UI elements for Virtual World feature on Waffle TV's mobile app (beta).

SENZA Music
Freelance Brand Designer | 2018 - 2019
Led creative direction for branding of SENZA, an EDM artist with 32k + plays on Soundcloud. Designed logo, album covers & assets for Twitch, Soundcloud & Facebook.

Education

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

Skills

UX, Ideation & Workflow
Visual & UI Design
Rapid Prototyping
Product Thinking
Brand Design
Visual Communication
Qualitative Analysis Methods
Hip-Hop dancing

Software & Apps

Design

Figma	Origami
Sketch	Photoshop
Invision	Illustrator
Framer	After Effects

Development

HTML	Github
CSS	
Python	
VSCode	

Others

Microsoft Office Suite
Google Workspace