

# Hyoeun Kim

UX & Interaction Designer

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## OBJECTIVE

I leverage my interdisciplinary background in marketing and game development to design compelling interactive experiences.

## ACADEMIC PROJECTS

### Building Virtual Worlds — *Interaction Designer & Artist*

Pittsburgh, PA | Sep 2019 - Dec 2019

- Designed 5 interactive experiences using AR/VR.
- Led playtesting, user interviews and survey to improve game usability.
- Facilitated interaction design sessions and conducted rapid prototyping.
- Implemented an Agile project management and conducted interactive development process.

## WORK EXPERIENCE

### MWN Tech — *Interaction Designer & Marketing Senior Analyst*

Anyang, South Korea | Feb 2018 - Feb 2019

- Designed game system, UI/UX, and game storytelling for Angry Ball VR
- Released the game on Steam, conducted online marketing using Steamworks, Google Analytics and Facebook Ads.
- Managed the applications for funding and received a government start-up R&D fund of \$50,000 in South Korea.

### CJ Entertainment — *Film Marketing Senior Analyst*

Seoul, South Korea | Jan 2014 - Jul 2017

- Conducted target audience research, blind screenings, focus group interviews and market research for 16 films.
- Analyzed market survey research, audited web traffic and optimized marketing strategy.
- Supervised and developed the film artwork with art designers and film production team for the promotional material.
- Contributed the marketing strategy of The Admiral, the most-watched film of all time in South Korea.

### Nexon Korea — *Game Designer of Vindictus*

Seoul, South Korea | Jul 2012 - Jul 2013

- Created a concept of an interactive pet character expressing emotions for Vindictus.
- Analyzed user behavior database to reduce user exit rate, and reorganized level system for new registered user.
- Participated as a story writer in Season2 update for Vindictus, wrote 22 episodes including battle quests and new NPC's backstory.
- Diversified game monetization strategies through new pet system to promote user engagement.

## EDUCATION

### Carnegie Mellon University

Master of Entertainment Technology

Pittsburgh, PA | Aug 2019 - May 2021

### Ewha Womans University

B. A. Double Major in Korean Literature and Business Administration

Seoul, South Korea | Feb 2013

## SKILLS

### Design

Rapid Prototyping  
Storyboarding  
Wireframing  
Journey Mapping  
Interaction Flows  
Visual Storytelling

### Research

Focus group interview  
Usability Testing  
Market survey & research

## TOOLS

Photoshop  
Illustrator  
Premiere Pro  
Indesign  
Figma  
Sketch  
InVision  
Unity 3D  
Maya  
Substance Painter

## ACHIEVEMENTS

### Young Opinion Leader

Seoul, 2016 - 2017

CJ Entertainment

### Dean's List

Seoul, 2009 - 2011

Ewha Womans University