

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.

PROJECT

Building Virtual Worlds — Interaction Designer & Artist

Pittsburgh, PA | Sep 2019 - Dec 2019

- Designed interactive experiences using AR/VR in 2 weeks for total 5 rounds.
- 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 iterative development process.

WORK

MWN Tech — Interaction Designer & Marketing Senior Analyst

Anyang, South Korea | Feb 2018 - Feb 2019

- Designed VR game UI/UX, game level design, and game storytelling
- Released the game on Steam, conducted online marketing using Steamworks, Google Analytics and Facebook Ads.
- Managed the applications for fund program 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 which is the most-watched film of all time in South Korea.

Nexon Korea — Game Designer

Seoul, South Korea | Jul 2012 - Jul 2013

- Created a concept of an interactive pet character expressing emotions.
- 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, 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