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Hyoeun Kim

Marketing Analyst

4500 Centre Avenue, Apt. 1406
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EDUCATION

Carnegie Mellon University, Entertainment Technology Center (ETC) Pittsburgh, PA
Master of Entertainment Technology Aug 2019-May 2021
Related coursework: Building Virtual World, Visual Story

Ewha Womans University, School of Liberal Arts Seoul, KR
B. A. Double Major in Korean Language and Literature and Business Administration Feb 2013
Related coursework: Digital media & Arts, Theory & Analysis of Drama, Principles of Creative Writing

PROJECT EXPERIENCE

Building Virtual Worlds Pittsburgh, PA
Experience Designer & 3D artist Sep 2019

- Designed 5 interactive experiences using AR/VR
- Implemented an Agile project management and conducted iterative development process
- Led playtesting, user interviews and survey to improve game usability

PROFESSIONAL EXPERIENCE

MWN Tech Anyang, KR
Senior Game Designer of *Angry Ball VR* Jan 2018 - Nov 2018

- Developed game systems, game story, user experience, level designs as a narrative director
- Released Angry Ball VR on Steam, supervised 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 Seoul, KR
Film Marketing Senior Analyst Jan 2014 - Jul 2017

- Developed a communication plan with media agencies including tv commercials, print, digital, and theatrical promotions
- Conducted target audience research, blind screenings, focus group interviews and market research for 16 films
- 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
- Nominated as a "Young Opinion Leader" to contribute opinion about upcoming film production to the CEO on weekly basis

<i>The Battleship Island</i>	Period, Action	Jul 2017	<i>The Sound of a Flower</i>	Period, Drama	Nov 2015
<i>Real</i>	Action	Jun 2017	<i>The Accidental Detective</i>	Comedy, Thriller	Sep 2015
<i>Fabricated City</i>	Crime, Action	Feb 2017	<i>Veteran</i>	Action, Drama	Aug 2015
<i>The King's Cast Note</i>	Period, Comedy	Apr 2017	<i>Perfect Proposal</i>	Crime, Thriller	Jun 2015
<i>My Annoying Brother</i>	Comedy, Drama	Nov 2016	<i>The Chronicles of Evil</i>	Thriller, Crime	May 2015
<i>Seondal</i>	Period, Heist	Jul 2016	<i>Salut D'amour</i>	Drama, Romance	Apr 2015
<i>The Truth Beneath</i>	Thriller	Jun 2016	<i>Love Forecast</i>	Romance, Comedy	Jan 2015
<i>Like for Likes</i>	Romance, Comedy	Feb 2016	<i>Roaring Currents</i>	Action, Drama	Jul 2014

Nexon Korea Seoul, KR
Game Designer of *Vindictus* Jul 2012 - Jul 2013

- Created a concept of an interactive pet character expressing emotions to increase personal intimacy with players
- Diversified game monetization strategies through new pet system to promote user engagement
- Participated as a story writer in Season 2 update, wrote 22 episodes including quests and new NPCs' backstory
- Analyzed user behavior database to reduce exit rate, reorganized level system for new registered user
- Managed live service and planned the QA for South Korea and Taiwan server

SKILLS

Design/Prototyping: Adobe Illustrator, Photoshop, Adobe XD, Maya, Zbrush, Substance Painter (Beginner)