

EDUCATION

2016 - 2018

MA in Graphic Communication Design

Central Saint Martins, University of the Arts London, UK

2012 - 2016

BSc in Product Design & BA in Communication Design

Handong Global University, Korea

EXPERIENCE

Dec 2021 - May 2022

Second Team | Freelance Product Designer

- Actively contributed to brainstorming sessions and design critiques, providing valuable insights to enhance user interactions and foster positive engagement in a job matching platform.
- Collaborated closely with the founder to revamp the landing page design, creating a visually appealing interface that effectively communicated the platform's unique value proposition, fostering successful user onboarding.

Feb 2021 - Jan 2022

Big Step Education | Freelance Product Designer

- Collaborated with stakeholders to define project goals, and scope, managing multiple design projects, such as OpenDoctor and CareerStep, simultaneously and delivering within deadlines.
- Applied user-centred design methodologies, such as creating user personas and journey mapping, to ensure the design solutions catered specifically to the unique needs and requirements of professional users, resulting in highly tailored and effective user experiences.

Oct 2020 - Apr 2021

Game Academy | Freelance Product Designer

- Collaborated with Marketing and Product teams to enhance user flow and interaction within the platform, driving growth during the incubator stage.
- Led brainstorming sessions with the Data Scientist and other team members to implement the Quiz page, which generates customised results based on user input, leading to an increase in user flow.
- Conducted user-focused interviews to design a personalised dashboard that effectively showcases users' progress in the program, providing strong motivation for their ongoing participation.

Oct 2019 - Sep 2020

Bofin | UX/UI Designer

- Spearheaded the end-to-end design process for the online banking service, delivering seamless and secure user experiences for individuals and business owners in multiple devices.
- Collaborated closely with cross-functional teams, including Developers and Product Managers, in a fast-paced industry to translate business requirements into intuitive design solutions.
- Successfully redesigned the Admin page used by the Customer Service team by prioritising relevant categories and displaying pertinent information. This optimisation resulted in a remarkable reduction in response time, nearly halving the previous average.
- Led team workshops and facilitated the adoption of new collaboration tool during the challenging Covid-19 period, fostering improved teamwork and productivity.

2021 - Present

Freelance | Design Educator

- Delivered monthly online Figma classes since 2021, ensuring the latest updates for participants and successfully attracting over 200 individuals.
- Engaged as a guest lecturer at universities, sharing expertise on effective team collaboration as a designer, while also delivering presentations to companies on fostering collaboration within a team.