



Jisoo Geum

UI/UX Designer

 jisoozeum.com

 geumjisoo@gmail.com

 408-540-8069

EDUCATION

Carnegie Mellon University

Aug 2017 - Dec 2021 | Pittsburgh, PA

Bachelor of Fine Arts

Additional Major in

Human-Computer Interaction

TOOLS & SKILLS

- Figma / Sketch / InVision / Adobe XD

- After Effects / Premiere
- Illustrator / Photoshop
- Maya / Unity / Rhino

- HTML / CSS / Javascript / Bootstrap

- Mobile & Web Design
- Data Visualization
- Competitive Analysis
- Persona Dev / Storyboarding
- Heuristic Evaluation
- User Testing / Interviewing
- Wireframing
- Prototyping

LANGUAGE

- English
- Korean

EXPERIENCE

UIUX Design Intern / Sentbe

Jul 2020 - Aug 2020 | Seoul, Korea

Web Design: Designed a promotional website for an overseas remittance app with the aim of increasing download rates by 30%.

User Research: Led competitor research across 20+ international remittance companies. Compiled an annual report by consolidating the insights and presented the findings to the product team.

Mobile Design: Evaluated, conceptualized, and redesigned Sentbe's mobile app. Proposed designs with refined information architecture and hierarchy.

Visual Design: Designed UI assets across multiple projects.

UX Design Intern / Circus AR

Jun 2019 - Aug 2019 | Seoul, Korea

User Research: Evaluated and tested a mobile AR app through qualitative research. Translated research findings into customer journey maps, persona, and storyboards.

Mobile Design: Redesigned a mobile AR app. Improved the on-boarding process, error messages and content browsing page. Ideated and prototyped new features to solve usability issues within the app.

CNC Router Monitor / CMU Artfab Lab

Aug 2018 - Dec 2018 | Pittsburgh, PA

Risk Analysis: Assisted university professors with operating Rhino software and CNC router to ensure all software complied with necessary safety precautions.