Jiwon Yoon

Innovation with design, technology and business

Phone 010-7351-3080 Email juliejiwon@gmail.com Date of birth 1996-01-03

Education

KAIST, Daejeon — *Master*

2020.03 - Present

Culture Technology

K-School (Start-up master program)

Yonsei, Seoul — Bachelor

2015.03 - 2020.02

Information and Interaction Design (GPA 3.41/4.3)

Work Experience

Dearplant, Daejeon — Business Development & Design

Plant Interaction hardware and software service

2020.09 - 2021.02

Business Strategy development (IR preparation)

Achieved seed funding by Bluepointpartners and Awarded in E*5

Product Design (UIUX & Develop technology that connects plants to humans through touch), Brand Design

Cluemetic, Daejeon — coo

Product experience-data based cosmetic recommendation service

2020.04 - 2020.09

Business Strategy development and Management

Product Design (UIUX), Brand Design

EASED, Seoul — *ceo*

'EN-LIGHT': Designer solar-fashion brand

2017 - 2019

Business and Management: Market research, Business development,

Manufacturing management, Team building

Total funding over \$70 thousand

Participated in major exhibitions

Product & Brand design: Solar panel design, Handbag design and handcraft,

Brand Identity design

Solar panels are difficult to design because they have

Skills

Business Strategy

Project Management

Prototyping (Figma, HTML,

CSS)

Brand Identity (Illustrator)

Awards

KAIST E*5 Start-up

Competition(2020) -3rd

place

Awarded '창업진흥원장상 for

best business by KISTA

(2017) - EASED solarbag

Language

Korean fluent

English fluent

DFK(Design Factory Korea), Incheon — Assistant

2017

Managing the DFK space and educating students design and prototyping tools

Ohing, Seoul — *Intern*

Marketing Company

2017.1 - 2018.01

Logo Design, Business Presentation Design, Website Design

EXPERIENCES

KAIST App Startup Program (2021)

Application that makes a 'digital-me' for people to collect, connect their experience data and care for themselves

KAIST K-School Student President (2020)

Yonsei AI Meet-up Speaker (2019)

Topic: Al technology and UX design

Volunteer at 'Wearable Technology Conference, San Francisco' (2018.07)

Yonsei & Korea University Student Conference (Insiders)

1st place for internal start-up event: earned the most money with a flower delivery service **'ILHWA'** that delivers one flower and letter for 3000 won in the morning.

Yonsei Social Innovation Workshop (2017)

2nd place

Yonsei Venture Startup Student Club (Very)

1st place for internal start-up event: earned the most money providing a data-based personal-color service for college students