

Cathy Joo

Product Designer

Tech-savvy UI/UX Designer with a passion for creating user-centered digital experiences. Skilled in designing intuitive workflows, integrating AI technologies, and managing end-to-end product development. Bridging the gap between design and technology, I deliver impactful, innovative solutions that align user needs with business objectives.

EXPERIENCE

Voice-to-Kanban Automation Tool

Oct 2024 - Dec 2024

PBL program in Kookmin University

Irvine, CA

- Developed a React-based Kanban board with voice automation, integrating AWS S3, CloudFront, and CloudWatch for scalable deployment and performance monitoring.
- Enhanced team productivity with real-time task updates and an intuitive UI, reducing manual management time by 30%.
- Presented a business case emphasizing time and cost savings, showcasing the tool's ROI for agile teams.

Pet Daycare Communication App

Sep 2024 - Dec 2024

PBL program in Kookmin University

Irvine, CA

- Led MVP development of a dual-facing app collaborating with developers to improve transparency and efficiency in pet owner-daycare communication.
- Designed intuitive UI/UX flows and positioned the prototype for real-world deployment to address pet care challenges.

AI-Powered Educational Platform

Nov 2024 - Dec 2024

PBL program in Kookmin University

Irvine, CA

- Developed an AI-driven digital library that facilitates real-time, interactive conversations and generates visuals based on book content to enhance children's creativity and learning.
- Designed user flows and implemented AI prompting using RAG (Retrieval-Augmented Generation) techniques to deliver seamless, engaging experiences.
- Independently managed the entire product lifecycle, leveraging design expertise and technical tools as a non-developer.

ACHIEVEMENT

CareerView – AI-Based Mock Interview Platform

SEP 2024

Winner, PBL 1st Hackathon

Irvine, CA

Designed and prototyped an AI-driven mock interview app, winning first place for addressing student and SME recruitment challenges with innovative user-centered solutions.

Garden in The Sharp – Sustainable Urban Installation

AUG 2022

POSCO INFINELI Award (poscosteeleon.com/en)

Seoul, South Korea

Designed an eco-friendly urban structure utilizing algae for CO2 absorption and renewable energy, recognized for innovation in sustainability.

EDUCATION

Bachelor of Arts in Spatial Design

Mar 2021- Present (expected 2025)

Kookmin University

Seoul, South Korea

CONTACT

[Linkedin Profile](#)

[Portfolio Link](#)

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Irvine, CA

SKILLS

UI/UX Design

- Wireframing, Prototyping, User Flows
- Accessibility Standards
- Persona Development & User Research

Frontend Development

- HTML/CSS, JavaScript

AI Applications

- OpenAI API Utilization
- Google Cloud STT/TTS

Project Management

- Agile Methodologies (Scrum, Kanban)
- Cross-Functional Collaboration

TOOLS

Design Tools

- Figma, FigJam, Adobe Illustrator, Photoshop

3D Modeling & Rendering

- SketchUp, 3D Max, AutoCAD, Enscape, V-Ray

Development Tools

- Visual Studio Code, GitHub

Collaboration & Management

- Jira, Slack