

Priscilla Bae

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<https://priscillabae.github.io/Priscilla-Bae-s-Portfolio/index.html>

EDUCATION

Carnegie Mellon University, Pittsburgh, PA

08/2021 - 05/2025

B.S. in Human Computer Interaction and Marketing

Relevant Coursework: Mobile Web Design and Development, Interaction Design Overview, Programming Usable Interfaces, Design of AI Products, Strategy for High Tech Products, Designing Human Centered Software, User Centered Research & Evaluation

WORK EXPERIENCE

Carnegie Mellon HCI Institute, Teacher's Assistant (UCRE)

12/2024 - present

- Guided students in user testing, research, & heuristic evaluations for semester project about bias in AI
- Provided feedback/lectures on wireframes, prototypes, & designs to help students apply UX principles

Ali Mustafa Games, Experience Design Lead

12/2024 - 05/2025

- Led the transformation of a physical game centered around culture into a mobile digital gameplay
- Designed all features including card swiping, sneak peek, game aesthetics, etc. through literature reviews, comp. analysis, and interviews to create a seamless design through Figma and Unity with client

AEO Inc., Product Intern (Technology)

05/2024 - 08/2024

- Partnered with cross functional teams in a summer rotational program for product and UX/UI design
- Implemented an A/B test for BOPIS widget on AEO & Aerie's main mobile and desktop sites, increasing interactions by 3.26% and analyzed data in Jira + Optimizely for digital vs BOPIS revenue
- Brainstormed and created customer focused and intuitive designs surrounding the product detail page with Figma and InVision through extensive research over 30+ competitors

Canon USA, Product Marketing & UX/UI Design Intern

05/2023 - 08/2023

- Led a targeted focus group session and conducted in-depth research on 100+ Gartner articles about hybrid collaboration market, creating a detailed storytelling pitch around user value for AMLOS' product
- Authored a published article on IMCCA's website on creative collaboration in various meeting spaces
- Designed a storyboard & shotlist, executing a product photoshoot to illustrate UVP & previous research
- Collaborated with *ID8 Innovation's* UX/UI experts to update + enhance designs through Figma

PROJECTS

Minnie's Helping Hands, UX Design Lead

10/2023 - 12/2023

- Managed a team to create a front/ back-end website for a non-profit in Pittsburgh with HTML, CSS, & JS
- Crafted detailed designs of lo-fi → hi-fi wireframes by analyzing user stories and competitive landscape
- Supervised & led user testing sessions, iterating and refining wireframes by working closely with client

Coinbase: Creating Transparent Transactions

01/2023 - 03/2023

- Simplifying & redesigning cryptocurrency's complex designs that hinder disclosure of extra fees with the human centered design process to increase user transparency/readability
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Tools & Software: HTML, CSS, Figma, Optimizely, Jira, Tableau, Python, JS, Canva, Adobe Photoshop, Microsoft Office Suite, WordPress

Languages: English (Native) Korean (Proficient), Spanish (Basic)