Soo Hyun Kang

Product Designer | UX-Focused with Frontend & Digital Marketing Insight

About

Product designer combining structured thinking and emotional insight to create intuitive, meaningful experiences. I align user motivation with purposeful design, drawing from a background in frontend and digital strategy. Based in Los Angeles, CA.

Projects

Lucid: Smart Vision Guide Application / 2025 _Project Link_

A life goal planning mobile app that helps users build sustainable habits through reflection and AI-assisted planning.

- Designed and implemented full service architecture grounded in structural thinking—mapping the user journey from goal setting to reflection with a clear, intuitive information hierarchy.

- Conducted deep user research through user interviews, journey maps, and QAs to uncover emotional friction points and align UX with users' motivational behaviors.

- Built a modular design system and UI kit, ensuring brand consistency and future scalability.

- Collaborated closely with developers as a design–dev bridge, converting key screens into React components and ensuring pixel-accurate implementation.

- Acted as deputy team lead, managing design-developer alignment and setting product milestones.

`Research` `Personas` `Journey Maps` `Wireframing` `Prototyping` `Coding` `QA Testing`

Experience

Frontend Developer / Freelance
Apr. 2023 - Jan. 2024 / Los Angeles, CA

- Developed UI based on structured component hierarchy, ensuring reusable design patterns and coherent visual logic.

- Translated Adobe XD designs into production-ready code with smooth animations that enhanced emotional engagement.

Digital Marketing Specialist / The Korea Daily
Sep. 2018 - Nov. 2022 / Los Angeles, CA

- Identified user behavior patterns via Google Analytics and adjusted UX content strategies, increasing return user rate by 37%.

- Led a team of 30+ content creators and copywriters to develop emotionally resonant messaging that drove 40% higher conversion on digital campaigns.

- Executed SEO-UX alignment strategies to enhance visibility while maintaining human-centered voice and clarity across digital channels.

Education

Product Design Program / Sparta NB Camp
2025 / Seoul, South Korea

Engineering Immersion Program / Thinkful
2023 / Los Angeles, CA, USA

BA: English Literature / Pensacola Christian College
2018 / Pensacola, FL, USA

Recognitions

2nd Place, Best Project Award / Sparta Coding NB Camp / 2025

Contact

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Core Skills

UX Designs

UX/UI, Wireframing, Prototyping, Deisgn System, UX Writing

Research

Market Research, User Research, User Interviews, Usability Testing, Information Architecture, Personas, Journey Mapping, Quantitative Analysis, Qualitative Analysis, A/B Testing, Competitive Analysis, Affinity Mapping, Design Strategy

Other skills

Problem-solving
Communication
Collaboration
Time Management

Software

Figma, FigJam, Google Forms, Maze, Generative AI, HTML/CSS/JS/ React.js, Webflow, Git, GitHub, Slack, Jira, etc.