Soo Hyun Kang

Product Designer

About

Creative product designer with a knack for problem-solving and leadership. Skilled in frontend, digital marketing, and UX, I build user-friendly solutions for pain points, driven by my user-focused experience.

Projects

Lucid: Smart Vision Guide Application / 2025 *Link*

Lucid is **a life-goal management app** that **connects short-term goals to core values**, **offers AI-driven plans**, and **keep users motivated** by aligning daily actions with their long-term vision.

✳ Designed and launched an MVP in just one and a half months, executing the full design process—discover, define, develop, and deliver—from the ground up, securing 2nd place among 15 competing projects.

✳ Contributed to Lucid's MVP by developing data logic and enhancing user experience, coding features with React in collaboration with expert developers while independently delivering key features and screens.

✳ Worked closely with team members, guiding the team as deputy leader to achieve project success.

User Research & Interviews   Prototyping   Branding   Character Design   Development

Experience

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

• Translated Adobe XD designs into **pixel-perfect code**, while **enhancing user interaction** by implementing smooth and engaging animations.

• Minimized redundant code by **designing reusable components** for consistent and efficient development.

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

• Analyzed website traffic and KPIs with Google Analytics, driving a **30% increase in unique visitors** and **37% page view growth** since 2020.

• Led **30+ content creators** to enhance content strategy and executed **SEO** and **paid campaigns across Google, Facebook, and Instagram**, boosting **conversions by 15%**.

Education

Product Design Program / Sparta Coding 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

📱 213-378-5068
✉ sephine.k31@gmail.com
🔗 sephine-portfolio.netlify.app (Design)
🔗 sephine-portfolio-dev.netlify.app (Dev)
in linkedin.com/in/soo-hyun-kang

Skills

Research & Test

User Research
Surveys & User Interviews
Affinity Mapping
Personas & Journey Mapping
Competitive Analysis
A/B Testing
Usability Testing
Prototype Testing

Design

Information Architecture
User flows
Wireframing
Rapid prototyping
Brand concept & Visual system
Design system & UX writing

Other skills

Problem-solving
Communication
Leadership
Time Management
Business Mindset

Tools

Research & Test

Google Forms, Maze, Generative AI (ChatGPT, Perplexity, Grok), FigJam, Zoom, Google Meet

Design

Figma, FigJam, HTML/CSS/JS/React, Webflow

Project Management

Notion, Slack, GitHub, Jira