Soo Hyun Kang

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

About

Creative product designer who blends UX strategy, frontend coding, and digital marketing insights to deliver meaningful, data-informed experiences. Passionate about turning user pain points into elegant, scalable solutions. Based in Los Angeles, CA.

Projects

Lucid: Smart Vision Guide Application / 2025 *Project Link*

A life-goal management app that helps users align short-term actions with long-term values using AI-generated planning and motivational tools.

- Led the full design process—research, ideation, prototyping, and testing—to launch the MVP in 1.5 months, securing 2nd place among 15 teams.
- Conducted user interviews, competitive analysis, and created personas and journey maps to define product direction.
- Designed intuitive user flows, wireframes, and interactive prototypes, developing a scalable design system and visual identity.
- Coded core features in React, collaborating with developers to ensure a seamless handoff and pixel-perfect implementation.
- Acted as deputy team leader, aligning design and development teams to deliver on time.

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

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 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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Skills

UX Designs

UX/UI, Prototyping, Wireframing, Deisgn System, UX Writing, Responsive Web Design, Mockups

Research

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

Other skills

Problem-solving
Communication
Time Management
Leadership

Software

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