# Seungmi Na

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**SUMMARY**

* Spearheaded the UX/UI design for multiple collaborative projects, leveraging advanced tools like TypeScript, Tailwind CSS, and Figma to deliver mobile-friendly, responsive designs that significantly enhance user experience and product interactivity.
* Engineered robust, reusable UI components using various UI frameworks including React, Next.js, Storybook, shadcn/ui, and Headless UI, accelerating development processes and ensuring consistency across multiple projects, which streamlined user interactions and improved design quality.
* Demonstrated proficiency in leveraging high-quality design systems and visual designs to strengthen project consistencies, scalability, and brand integrity within fast-paced start-up project development cycles.

**SKILLS**

* **Programming/Markdown Languages**: HTML/CSS, Javascript, Typescript.
* **Frameworks and UI Libraries**: React, Next.js, Tailwind CSS, Storybook, shadcn/ui, Headless UI, Framer.
* **UX/UI Platforms**: Figma, Adobe Illustrator/Photoshop, Zeplin.
* **UX/UI Concepts**: Creative Reusable Components, Responsive Design, User Experience, User Interface, Concept Development, Branding, Design System, Wireframing, User Flows.

**EXPERIENCE**

**Inizio**  Fremont, CA

*UI/UX Designer* Feb. 2023 - Present

Designed UX/UI of the flagship product [ConceptCraft](https://www.conceptcraft.ai/), which helps users to transform their ideas into real projects with Al-powered idea generation, market analysis and more other capabilities.

* Leveraged **Typescript** and **Tailwind CSS** to build seamless mobile-friendly **responsive design**, while utilizing React hooks for efficient state management and better code organization.
* Contributed to a design system by designing and developing **reusable UI components**, utilizing **shadcn/ui**, **Headless UI**, and Tailwind CSS for faster development, customization, and consistent application across projects.
* Implemented engaging user interfaces such as progress indicators, dropdown menus, hover effects, and interactive animations to **enhance user experience and interactivity**.
* Conceptualized **brand identity** for materials through naming, logos, colors, and other branding assets with **Figma** and **Adobe Illustrator**.
* **Led** the product's UX/UI design process, transforming intricate technical requirements into elegant, user-friendly digital solutions with meticulous attention to detail and intuitive interactions.
* Collaborated closely with **cross-functional teams**, including engineers, designers, and product managers, to deliver intuitive and accessible user interfaces.

**PROJECTS**

**Delivious: App & Tablet Kiosk: Al Delivery and Order Services in Restaurant** San Jose, CA / South Korea

*UX/UI Designer & Front-end Engineer*  Apr. 2022

​​Led the UI design and implementation of a tablet-based kiosk system for restaurant ordering with mobile-friendly responsive designs.

* Created UI layout and more efficient user flow using **Figma** and implemented the design using **JavaScript**.
* Implemented **responsive design** and **reusable components** with mobile­ specific user workflows through **Typescript** and **Tailwind CSS**.
* Provided UI for tablet administrators to track customer dine-in status and delivery robot locations.
* **Collaborated** with 5 engineers to develop and implement the delivery service.

**Bloom: Photo-based Plant Care Scheduling and Planning Service**  San Jose, CA / South Korea

*UX/UI Designer & Front-end Engineer*  Feb. 2022

This service uses photo recognition to identify plant species and creates personalized watering and fertilizing schedules.

* Designed the logo, topography, and UI components to streamline user flow and experience on search, media sharing, plant care scheduling, and account management with **HTML**, **CSS**, and **React**.
* **Collaborated** with 4 engineers with regular meetings to coordinate between UI designs and front-end implementations.

**EDUCATION**

**San Jose State University** San Jose, CA

Bachelor of Arts in Design Studies, Minor in Computer Science Aug. 2020 – Dec. 2022