

Work Experience

UX Research & Design Intern, Ringle

Seoul, South Korea | Apr 2022 - Jul 2022

- Planned and introduced a foundational qualitative user research structure for understanding the customer base and their current painpoints on Ringle product
- Consolidated qualitative data from 15 in-depth interviews with quantitative data working with 2 data scientists, to analyze customer behavior patterns through implementation of thematic analysis
- Built customer journey maps based on behavior patterns found from interviewing 15 customers which led to establishing UX design strategy and new marketing campaign

UX Designer, NHIS - KAIST UX Design Research Center

Daejeon, South Korea | Mar 2020 - Jun 2020

- Designed value-oriented robo-advisor service collaborating with product designers and investment portfolio managers from NH Investment & Security (NHIS)
- Devised system that collects personal values and translates them into personalized investment service
- Created user interface that intuitively delivers financial information through intuitive color-coding
- Won three international design awards and established subsequent ESG investment product ideas for NHIS

Product Designer, Pavilion Corporation

Seoul, South Korea | Dec 2019 - Mar 2020

- As a solo designer in a startup, designed Minimum Viable Product (MVP) for artificial intelligence vocal analysis software, collaborating with software engineers
- Recruited vocal coaches and conducted competitive research, user research, and online beta tests with them.
- Constructed UX system and brand identity guidelines through multiple iterations

Education

University of Michigan

Ann Arbor, Michigan | Aug 2022 - Apr 2024

Masters of Science in Information (Human-Computer Interaction and UX Design)

Korea Advanced Institute of Science and Technology (KAIST)

Daejeon, South Korea | Feb 2017 - Feb 2022

Bachelor of Science in Industrial Design GPA: 3.80/4.3 Cum Laude

Thesis: Exploring Creative Facility of Voice Conversational Agent Response in Task-Oriented Dialogue

Award & Recognition

Red Dot Award 2021

Germany | Aug 2021

Winner in Communication Design, App ↗

iF Design Award 2021

Germany | Apr 2021

Gold Award in Service Design ↗Winner in UI Design ↗

Skills & Tools

UX/UI Design · Sketching · Storyboarding · Wireframing · Journey Mapping · Prototyping · User Research · Semi-structured Interview · Affinity Diagramming · Thematic Analysis · Usability Testing
Figma · Sketch · XD · Photoshop · Illustrator · InDesign · Premiere Pro · After Effects · Fusion360 · Keyshot · Python · Javascript · React.js · HTML · CSS · Git