Yeonji Kim

Product Designer

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Ann Arbor, MI

work experience

Graphic Design Intern | University of Michigan

Sep 2021 – Present | Ann Arbor, MI

- Building UI design systems of an educational web application for research.
- Prioritizing iconography and typography in Figma to deliver consistent and unified designs and set clear guidelines for designers and developers.

Product Management Intern | LINE Plus Corp

Jun 2021 – Aug 2021 | Gyeonggi-do, Korea

- Analyzed content and user data using SQL and Python in multiple platforms of LINE, a global messenger app, to understand different groups of users and their needs.
- Designed targeting segments to enhance item recommendations on the LINE Gift machine learning module, collaborating with product managers and data scientists.

UX Design Intern | Duotone

Apr 2021 – Jun 2021 | Seoul, Korea

- Defined values and keywords of clients' brands and developed them into visual design concepts to redesign web and mobile interfaces.
- Designed information architecture, user flows, and high-fidelity mockups, using various UX research methods including heuristic evaluation.

Product Manager | Gooroomee

Jul 2020 – Apr 2021 | Seoul, Korea

- Led an end-to-end product cycle of a new video interview system utilized by 2K+ interviewees, that accommodated specific business needs while collaborating with cross-functional teams using Jira and Confluence.
- Spearheaded initial features, layouts, and user flows of a live course application— features included live classes and a content management system that focused on enhancing students' understanding.

HCI Researcher | Ewha Womans University

Feb 2019 – Oct 2019 | Seoul, Korea

- Led research on evaluating the effectiveness of explainable feedback within an assistance tool that aided end-users to build their own personalized ML model.
- Designed interfaces using Adobe XD to support usability for novice users.
- Integrated qualitative and quantitative analytics of user data using Python.

projects

Be_com | UX Designer & Developer

Jun 2020 – Sep 2020 | Seoul, Korea

- Designed and implemented a digital platform for students to encourage social interactions during the pandemic through a mood tracking feature with a machine learning technique using Python, HTML/CSS, and JavaScript.
- Iterated on wireframes and low-fidelity mockups by testing and created design component library and high-fidelity digital UI to collaborate with engineers.
- Surveyed 23 teachers and 30 students to understand user needs in academic-related social platforms, and synthesized insights into prototypes.

education

University of Michigan

Expected Apr 2023 | Ann Arbor, MI
M.S. Information
UX Design and Research

Ewha Womans University

Feb 2020 | Seoul, Korea
B.Eng. Computer Science and Engineering
B.A. Digital Humanities
GPA: 3.52/4.0

skills

Design

UX/UI Design, Storyboarding, Wireframes, Prototyping, Journey Maps, Personas, Design System

Research

User Interview, Usability Testing, Competitive Analysis, Contextual Inquiry, Data Analytics

Tools

Figma, Sketch, Adobe Creative Suite, InVision

Programming

HTML5/CSS3, JavaScript, Python, SQL, Unity, Django, Ruby on Rails, C, Java, Git

publications

Yeonji Kim*, Kyungyeon Lee*, Uran Oh. Understanding Interactive and Explainable Feedback for Supporting Non-Experts with Data Preparation for Building a Deep Learning Model. The International Journal of Advanced Smart Convergence, 9(2), 90-104. **co-first authors*

Yeonji Kim. (2020). Design of Personalized Machine Learning System for End-Users. ATE, VOL.10.