

Yeonji Kim

product designer

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education

University of Michigan

Expected Apr 2023 | Ann Arbor, MI

Master of Science in Information,
UX Design and Research

Ewha Womans University

Feb 2020 | Seoul, Korea

B. Eng. Computer Science and Engineering
B.A. Self-Designed Major: Digital Humanities
GPA: 3.61 / 4.3

skills

Design

UX/UI Design, Storyboarding, Wireframing,
Prototyping, Journey maps & Personas,
User Journey Mapping

Research

Interview and Survey, Usability Testing,
Competitive Analysis, Contextual Inquiry,
Data Analysis, Qualitative Analysis

Tools

Sketch, Figma, Adobe Creative Suite,
Invision

Programming

HTML/CSS, Python, SQL, JavaScript, Django,
Ruby on Rails

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.

work experience

University of Michigan | Graphic Design Intern

Sep 2021 - Present | Ann Arbor, MI

- Building visual design systems of 1Cademy educational platform to deliver consistent and unified design and set clear guideline for designers and developers.

LINE Plus Corp. | Product Management Intern

Jun 2021 - Aug 2021 | Gyeonggi-do, Korea

- Analyzed content data and user logs in multiple platforms of LINE, a global messenger app with over a billion users, to understand different groups of users, using SQL and Python.
- Designed targeting segments to enhance item recommendation on LINE Gift module, collaborating with project managers, data scientists, and engineers.

Duotone | UX Design Intern

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.
- Built information architecture and user flows to improve user experience using various UX research methods.

Gooroomee | Product Manager

Jul 2020 - Apr 2021 | Seoul, Korea

- Successfully led an end-to-end product cycle of a new video interview system with the flexibility to accommodate business needs, collaborating closely with cross-functional product teams.
- Created features, architecture, user flows of a live course platform from the beginning—features including live classrooms and a course managing system to focus on enhancing students' understanding and providing a individualized evaluation of students' performance.
- Crafted layouts and storyboards to communicate interactions and design ideas with teams.

Ewha Womans University HCI Lab | HCI Researcher

Feb 2019 - Oct 2019 | Seoul, Korea

- Led a research on evaluating the effectiveness of interactive and explainable feedback with an assistance tool for building a personalized deep learning model for end-users.
- Designed UX flow and the interface of the tool to support usability for novice users.
- Analyzed data from the user study qualitatively and quantitatively and integrated insights.

projects

Center for Educational Outreach | UX Consultant

Aug 2021 - Present | Ann Arbor, Michigan

- Designing and researching eCoach, an educational platform for preparing post-high school life, to enhance engagement of students and deliver information effectively in visuals.
- Communicating and interviewing with clients and multiple stakeholders including school counselors to gain deeper understanding of users and the product.

Be_com | UX Designer & Developer

Jun 2020 - Sep 2020 | Seoul, Korea

- Designed and implemented a digital platform for students to encourage social interactions with peers and facilitate introspection during the pandemic with a mood diary feature and visualizing analysis using a machine learning model.
- Interviewed 23 teachers and 30 students to understand user needs in school social platforms and synthesized insights into prototypes for key interactions.