

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: 3.52 / 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

Sketch, Figma, 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.

work experience

University of Michigan | Graphic Design Intern

Sep 2021 - Present | Ann Arbor, MI

- Building UI design systems of 1Cademy, an educational web application, including iconography and typography in Figma to deliver consistent and unified design and set clear guidelines for designers and developers.

LINE Plus Corp. | Product Management Intern

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.
- Designed targeting segments to enhance item recommendation on the LINE Gift machine learning module, collaborating with product managers and data scientists.

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.
- Designed information architecture and user flows to improve user experience using various UX research methods including heuristic evaluation.

Gooroomee | Product Manager

Jul 2020 - Apr 2021 | Seoul, Korea

- Successfully led an end-to-end product cycle of a new video interview system accommodating business needs, collaborating closely with cross-functional product teams at a startup company.
- Crafted features, layouts, and user flows of a live course application from the beginning—features including live classes and a content management system that focuses on enhancing students' understanding.

Ewha Womans University HCI Lab | HCI Researcher

Feb 2019 - Oct 2019 | Seoul, Korea

- Led research on evaluating the effectiveness of interactive and explainable feedback with an assistance tool for building a personalized machine learning model for end-users.
- Designed and interfaces using Adobe XD to support usability for novice users.
- Integrated qualitative and quantitative analytics of user data using Python.

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 understandings 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 and facilitate introspection during the pandemic with a mood tracker feature with machine learning technique using Python, HTML/CSS, and JavaScript.
- Surveyed 23 teachers and 30 students to understand user needs in school social platforms and synthesized insights into prototypes for key interactions.