

# Yeonji Kim

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Ann Arbor, MI

## work experience

### UI Design Intern | University of Michigan

Sep 2021 – Present | Ann Arbor, MI

- Improving the design system of 1Cademy, a web application for researchers to deliver consistent designs and set clear guidelines for designers and developers.
- Building 43 icons for both light and dark themes, unifying colors and typography, and modifying 20+ UI components with detailed documentation of guidelines.

### Product Management Intern | LINE Corp

Jun 2021 – Aug 2021 | Gyeonggi-do, Korea

- Suggested strategy based on data analytics to increase user conversion within LINE Gift products, collaborating with product managers and data scientists.
- Analyzed content and user data using SQL and Python in LINE, a global messenger app, to understand the behaviors of customers in Japan, Taiwan, and Thailand.

### UX Design Intern | Duotone

Apr 2021 – Jun 2021 | Seoul, Korea

- Defined visual concepts and strategies of 4 clients coming from entertainment and electronics industries with their websites, targeting global customers and users.
- Created information architecture and high-fidelity mockups, with design workshops to explore solutions using methods including card sorting and heuristic evaluation.

### Product Manager | Gooroomee

Jul 2020 – Apr 2021 | Seoul, Korea

- Led an end-to-end product development cycle of a new video interview software utilized by 2K+ interviewees, that accommodated specific business needs while communicating with cross-functional teams using Jira and Confluence.
- Spearheaded initial features, layouts, and user flows of a live course application and delivered product functionality to stakeholders—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 user research on evaluating the effectiveness of an assistance web application tool that helps end-users to build their own personalized ML model.
- Integrated qualitative and quantitative analytics of user data to identify the effectiveness of the tool and potential barriers for non-experts in using the tool.

## 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 technology, as well as overseeing project management.
- 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 & Engineering

B.A. Digital Humanities

## skills

### Design

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

### Research

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

### Tools

Figma, Sketch, Adobe Creative Suite, InVision, PowerPoint, Keynote, Excel

### 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.