Yeonji Kim

Product Designer

with computer science & product management background

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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.

User Experience 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

HTML, CSS, 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.