

Leo Kwon

Product Designer

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Work Experience

Fruit Fruit / Freelance Designer

NOV 2025 - PRESENT , Seoul

Currently, I am building an e-commerce website for a local fruit brand in Cheongju. Collaborating closely with the client to align business goals with a user-centred shopping experience.

Taeguk Flowers / Freelance Designer

OCT 2025 - NOV 2025 , Seoul

Designed and launched a responsive website for a local flower shop, conducting user interviews and visual style explorations to craft a warm, nature-inspired digital identity.

21 Century / UX/UI Design Intern

JUNE 2025 - SEP 2025 , Seoul

I collaborated with the developer and marketing teams and redesigned the SGS Manager mobile experience. My responsibilities included UX research, User flows, Wireframing, Concept sketches, and Visual Design.

Chungju Swim center / Swim Instructor

JUNE 2023 - SEP 2024 , Seoul

Teach swimming techniques and water safety to children and adults through clear, empathetic communication. Designed individualised lesson plans focused on confidence-building, motivation, and measurable progress.

Republic of Korea Army / Medical Technician

OCT 2020 - APR 2022 , Paju

I provided emergency medical care and maintained health records for over 200 personnel. Built a deep sense of responsibility and teamwork, which continues to influence my design approach and collaboration style.

Education

Sangmyung Univ / B.Data Science

FEB 2024 - FEB 2026, Seoul

Focused on data-driven UX design, user behaviour analysis, and AI-based interaction research. Worked on projects exploring the link between usability, tangible interaction, and immersive interfaces.

Cheongju Univ / B.Nursing

FEB 2019 - MAY 2023 , Cheongju

Gained a foundation in human factors, empathy-based problem solving, and health informatics — skills later applied to user-centred product design.

Skills

Design: Illustration & UI graphics • Strategy & vision presentations • User flows • Concept sketches • Wireframes & mockups (Figma)

Prototyping: Rapid prototyping using Figma • Interactive flow with HTML / CSS / JS

Research : Data analysis (Python) • Data Visualization (Tableau) • Task analysis & persona hypothesis • A/B testing & experiment • Statistical Modeling • Machine Learning (ML) Fundamentals • Predictive Analytics.