





Yubin Cho

UX/UI Designer

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Education

University of California, San Diego Sept 2014 - June 2018
B.S Cognitive Science specialized in Human Computer Interaction

Experience

UX/UI Designer July 2017 - Present
Networkly (Startup company)
- Designed UI of profile, message, company, and advanced search page of a new job networking platform website.
- Developed UI workflow and prototype of login/signup process to clearly illustrate how site functions and looks like.
- Collaborated with developers and designer to define innovative UX solution for the product decision and visual.

Involvement

Design Editor Feb 2017 - June 2018
The Equilibrium
Equilibrium is interdisciplinary research journal established at Warren College in UC San Diego. Main task was to design journal layout using Adobe InDesign, redesign the website, and create flyers for recruitment and application deadlines.

Instructional Apprenticeship (IA) Sept 2017 - Dec 2017
COGS 187A: Usability and Information Architecture
Graded homework, formulated exam questions, and held office hours in Professor Kirsh's class.

Web Master Oct 2017 - June 2018
The Synthetic Biology Organization
Design and maintain the website for project-based organization, SynBio, at UC San Diego.

Project

Marimon App March 2017
Marimon is a diary application where it keeps a log of your happiness and is a friend who is always there for you.

Major Roles:
- Created signature character called Marimon.
- Designed UI of app and implemented using HTML and CSS.
- Conducted A/B Testing using Google Analytics.

ParkIt Mobile App Sept 2016
Valet parking service app at UCSD
Major Roles:
- Designed eye-catching logo for ParkIt app.
- Created personas and storyboards for current customer base.
- Delivered quality low-fi prototype and high-fi prototype using Sketch, Balsamiq, and InVision.
- Conducted user testing for quality feedback.

Skills

Design

Interaction Design
User Research
Visual Design
Rapid Prototyping
Usability Testing

Software

Sketch
Adobe InDesign
Balsamiq
Adobe Photoshop
InVision
Vim/Eclipse

Coding

Java
HTML/CSS
Javascript
Python