

YUBIN CHO

UI/UX Designer

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Education

University of California, San Diego Sept 2014 - June 2018

B.S. Cognitive Science specialized in Human Computer Interaction

Courses: **ENG 100D** - Researched and designed a web-based application for a local non-profit children organization (It's All About the Kids Foundation).
COGS 187B - Developed and launched a professional website for a unique food vendor client.
COGS 120 - Practiced the user interface design and implementation of web-based systems (HTML, CSS, and Javascript).

Work

Networkly • UI/UX Designer Remote work , July 2017 - Present

Designed the logo and branding of a startup company.

Created the wireframes and prototypes of the login/signup process for the impactful user interface, using Sketch and Zeplin.

Conducted competitive analyses and deep-web searched target audience.

Collaborated with developers and designers to refine innovative solutions.

Instructional Assistant (IA) UCSD , Sept 2017 - Dec 2017

COGS 187A: Usability and Information Architecture

Circulated students' project design ideas and provided guidance for next-step development plans.

Involvement

The Equilibrium • Design Editor UCSD , Feb 2017 - June 2018

Designed an interdisciplinary research journal using Adobe InDesign, following object-oriented principle.

Synbio • Web Master UCSD , Oct 2017 - June 2018

Designed and implemented the website for The Synthetic Biology Organization with HTML and CSS to clearly and efficiently inform the audiences about ongoing projects and events.

Certification

Responsive Website Basics: Code with HTML,CSS, and Javascript Coursera

Human-Centered Design: an Introduction Coursera

Design

Interaction Design

Visual Design

Logo + Branding

UX Methods

Persona

Storyboarding

Usability Testing

Wireframing

Prototyping

Heuristic Evaluation

Software

Sketch

InDesign

Photoshop

InVision

Balsamiq

Eclipse

Coding

Java

HTML/CSS

Javascript

Python