

# 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 mini game for a local non-profit children organization (It's All About the Kids Foundation).

**COGS 187B** - Developed and launched a professional website for Momma Fung food vendor.

**COGS 120** - Coded a web-based journal application called Marimon and conducted A/B testing and heuristic evaluation.

## Work

[Networkly](#) • [UI/UX Designer](#) July 2017 - Present

Designed the logo and branding of a startup company.

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

Conducted competitive analyses and deep-web searched target audience.

Collaborated with developers and designers to refine innovative solutions for advanced search.

[Instructional Assistant \(IA\)](#) UCSD , Sept 2017 - Dec 2017

COGS 187A: Usability and Information Architecture

Circulated students' project design ideas and provided guidance to 60+ students.

## Involvement

[The Equilibrium](#) • [Design Editor](#) UCSD , Feb 2017 - June 2018

Designed an interdisciplinary research journal (58pg) 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

Wireframing

Prototyping

Heuristic Evaluation

Usability Testing

App Marketing

## Software

Sketch

InDesign

Photoshop

InVision

Balsamiq

Eclipse

## Coding

Java

HTML/CSS

Javascript

Python