

Work Experience

Lead UI/UX Designer — Vehicle Autonomy and Intelligence Lab, Indiana, USA 10/2023 - Present

- Led the UI/UX team in designing the **intuitive** self-driving car's **real-time dashboard**, incorporating **user-centric data visualizations**, working **cross-functionally** with **data scientists**, and successfully **handing off** to the **engineers** for the **world's first** self-driving car race.
- Created a **design system** with **component-based design patterns** to ensure **consistency**, **efficiency**, and **unified visual identity**.
- Conceptualized and meticulously designed an iconic logo for the racing team, incorporating a distinct and memorable brand identity.

User Experience Designer — Innocean, South Korea 01/2022 - 07/2022

- Spearheaded a **user-friendly UX/UI** design of the version 2 "Yes I Can Drive" mobile app for **Hyundai Motor Group**, incorporating **customer feedback** by **analyzing** it through user interviews and memos from call centers, **utilizing data** from **Google Analytics**, and **iterating** based on **feedback** from stakeholders and the team, resulting in a **2428% increase** in unique visitors and a **112.5% improvement** in App Store ratings.
- Led the UX/UI design of the global website for **Hyundai Motor Group's** Ioniq 6 with a **detail-oriented** mindset, collaborating seamlessly with **cross-functional teams** including **product managers** and **engineers**, **presenting** innovative ideas to global clients, and achieving a significant business outcome with a **350% increase in unique visitors** and the **sale of 375,113 units** in a **fast-paced** environment.
- Successfully established and **documented** the **first inclusive design systems** for **Hyundai Motor Group websites**, meeting diverse needs and complying with **accessibility** standards for all local branches, **balancing creative and analytical thinking**, and **deploying** to 56 branches.

User Experience Design Intern — Innocean, South Korea 11/2021 - 12/2021

- Crafted product design to address the challenge of **presenting complex data** through **creative UX design** for a price graph and filters in **Hyundai's** used car mobile application, iterating with design **concepts**, **sketches**, **user journey maps**, and **low and hi-fi wireframes**.
- Designed the **website** for the Korea Archery Association, incorporating low and high-fidelity **wireframes**, **user flows**, **diagrams**, and **prototypes**, and integrated gamification to analyze player specifications, successfully enhancing fan engagement.

Web Design Intern — YF Agency, Japan 08/2021 - 11/2021

- Created the aesthetic **UX/UI** designs for the YF Agency website, actively sought **critiques** from the team with an **open mind**, and iterated on **concept sketches**, **IA diagrams**, **user flows**, **mock-ups**, and **prototypes**, continuously leveraging insights from Google Analytics.
- Crafted a **visually appealing** website, complete with mood boards exclusively tailored for YF Agency's existing clients, demonstrating meticulous attention to details such as **information hierarchy**, **layout**, and **color** to enhance the overall user experience.

User Experience Design Intern — Naver Works Mobile, South Korea 11/2020 - 01/2021

- Redesigned polished user experience with a persona, **user journey maps**, **user scenarios**, **task flows**, and **hi-fi wireframes** for the 'Groups' feature of 'Lineworks,' a B2B software utilized by **4.5 million users** worldwide, enhancing its utility and aligning with business requirements.
- **Analyzed hidden design challenges** with creative thinking by conducting comprehensive **user research** tailored to the Japanese market.

User Experience Design Intern — Naver Connect Foundation, South Korea 10/2020 - 11/2020

- **Designed** the UX/UI of the K-nearest neighbor algorithm **AI** block for 'Entry,' a block coding education **web application** used by **4 million** users, aiming to guide users with little understanding of AI and **solve problems** while **collaborating** with developers.
- **Revolutionized communication** with the Japanese office for both designers and engineers by meticulously **writing** an 80-page **design** document delineating **UX/UI improvements** for Entry, with **professionalism**.

Research Experience

Junior UX Researcher — Brain & Cognition Research Center, South Korea 03/2018 - 12/2018

- Led eye-tracking UX research for the 'Millions of Recipes' mobile application and analyzed the criteria for an effective user experience.

Education

M.S. Human-Computer Interaction / Design — Indiana University Bloomington 08/2023 - Expected 05/2025

B.S. Human ICT & B.A. Media communication — Konkuk University, Korea 03/2014 - 02/2020

Skills

Design: User Journeys, Personas, Storyboarding, Wireframing, Prototyping, Design Systems, Data Visualization, Visual Design, Typography

Research: User Interviews, Co-design Workshop, Focus Group, Ethnographic Research, Heuristic Evaluation, Affinity Mapping, A/B testing

Tool: Figma, Sketch, Zeplin, Invision, Adobe XD, Protopie, Adobe Creative Suite, Blender | JavaScript, HTML, CSS, Github | Google Analytics