

YSEUL SEO

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Profile

A passionate UX Designer and **an advocate of continuous communication** to deliver **intuitive digital products and interfaces**. Have solid customer empathy build through experiences in student service, online marketing, and **end-to-end UI, UX design and front-end development projects**. Developed proficiency in the following skills:

- ◆ Heuristic Evaluation
- ◆ Information Architecture
- ◆ HTML & CSS
- ◆ Mobile-First Design
- ◆ Responsive Design
- ◆ User Research & Testing
- ◆ User Flows
- ◆ Visual Style Guide
- ◆ Wireframes & Prototypes

Experience

CareerFoundry, Remote (Berlin, Germany)

September 2017 – September 2018

Certified UX Designer Course

- ◆ Designed intuitive digital products, based on communication with users and solid design concepts
- ◆ Conducted 3 UI and UX design projects, and 1 front-end development project to bring the better user experiences:
 - ◆ **Portfolio Redesign:** Rebuilt a portfolio website using HTML, CSS and JavaScript – considering the user experiences and adding proper interactions within the website
 - ◆ **FitJet:** A web application design project based on responsive design principles, providing exercise recommendations depending on users' preference and circumstances
 - ◆ **VELA:** A mobile application design project, providing weather forecast service for water sports enthusiasts, based on their geo-location
 - ◆ **Enjoy HSK:** A mobile application design project, targeting the users who study vocabularies for HSK examination

Seoul School of Integrated Sciences & Technologies, Seoul, South Korea

March 2017 – March 2018

Employee (Program Coordinator Equivalent)

- ◆ Managed a dual degree program which was held with Stony Brook University
- ◆ Built solid foundation of user analysis by supporting students' coursework and gathering their feedback
- ◆ Built rapport with the students (users) through open communication for students' satisfaction
- ◆ Improved the effectiveness of communication with the directors at Stony Brook University for the better program management
- ◆ Marketed the degree program via the official blog and the Facebook page

BeyondThis, Seoul, South Korea

April 2013 – August 2014

Online Marketing Associate

- ◆ Member of the startup company that developed a mobile mathematics-learning application
- ◆ Built background of user testing and research – by analysing the application and marketing methods of similar products to attract more users
- ◆ Responsible for editing educational materials during the application development process
- ◆ Conducted marketing for the product via the official blog of BeyondThis

Education

CareerFoundry, Remote (Berlin, Germany)

September 2017 – September 2018

Certified UX Designer

- ♦ Trained intensively to attain proficiency in detailed UI and UX design trends and techniques
- ♦ Learned how to communicate with clients and colleagues, including directors, managers, data analysts and engineers, during design processes
- ♦ Learned visual design principles, including colour theory, iconography, grid system and layouts, to bring solid design concepts
- ♦ Learned principles of HTML, CSS and JavaScript for better communication with engineers

Sookmyung Women's University, South Korea

March 2012 – August 2017

B.A. in English Language and Literature

- ♦ Minor in Teaching (English)
- ♦ Participated in training program at the United Nations Office in Geneva, Switzerland (2013)

Northern Kentucky University, KY, USA

August 2014 – December 2014

Study Abroad Program

- ♦ Studied at Northern Kentucky University as an exchange student in the autumn semester, 2014

UX Tools

- ♦ Adobe Illustrator
- ♦ Atom
- ♦ Balsamiq
- ♦ Figma
- ♦ GitHub
- ♦ InVision
- ♦ Marvel
- ♦ MS Office
- ♦ Optimal Workshop
- ♦ UsabilityHub
- ♦ Zeplin

UX Certificates

- ♦ Frontend Development for Designers (issued by CareerFoundry, September 2018)
- ♦ UX Certified Program (issued by CareerFoundry, July 2018)
- ♦ UI for UX Designers (issued by CareerFoundry, July 2018)
- ♦ UX Immersion (issued by CareerFoundry, May 2018)
- ♦ UX Fundamentals (issued by CareerFoundry, Oct 2017)

Languages

- ♦ Korean & English (native / fluent)
- ♦ Japanese (intermediate)
- ♦ Cantonese & French (basic)

Interests

- ♦ Gathering UI and UX design inspiration via social media
- ♦ Language learning
- ♦ Travel abroad