Seohyeon (Ellie) Kim

PRODUCT DESIGNER

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Experience

Product Design Intern

Shades Inc. | San Francisco | Sep 2024 – Nov 2024

- Designed two game features and a reward system in the Shades app, enhancing user retention through engaging interactions.
- Conducted user research (surveys and interviews) to inform news app design improvements.
- Improved content readability with creative, user-friendly layouts.

Product Designer

Sponsored Project by Jeep | Academy of Art University | Sep 2024 – Dec 2024

- Led the UI/UX design for a futuristic car, integrating advanced, user-centric interfaces with established Jeep brand identity.
- Guided 9 teams in aligning their design systems and provided strategic guidelines for the Jeep concept as a key design strategy representative.

Sales Support Specialist

Zespri | Seoul, South Korea | Apr 2023 – Jan 2024

- Sole manager for the sales data of the Korean market, supporting our entire sales and marketing teams by creating daily visualized reports.
- Drove kiwi market penetration (YoY +6.3%, 80% market share) by collaborating with wholesale and retail partners, optimizing sales data and customer insights, and supporting new sales strategies and product experiences (Zespri Fresh-cut).

Brand Support Specialist

Benefit Cosmetics | Seoul, South Korea | Nov 2021 – Mar 2023

- Enhanced store visual merchandising by collaborating with visual product vendors, ensuring alignment with brand identity and user experience.
- Managed digital content strategy by posting product information on e-commerce platforms, optimizing user engagement and interface design in accordance with the new-product marketing strategy.

Marketing Specialist

L'Oréal | Seoul, South Korea | Jun 2021 – Nov 2021

- Conducted competitor brand and customer research, creating visual reports for the team leader that incorporated consumer and market insights.

Education

M.A Interaction & UI/UX design
Academy of Art University
San Francisco
Feb 2024 – Dec 2025

B.S Business Administration
B.S Communication (Advertising and PR)
Dankook University, South Korea
Mar 2013 – Feb 2018

Activities and Honors

The Design Collective, Member
Academy of Art University

Skills

User Research
User Survey/Interviews
Prototyping
High-fidelity Mockups
User Flows
Motion Graphic
Collaboration
Customer Experience
Brand/Product Strategy
Data Visualizations

Tools

Figma
Adobe Illustrator
Adobe After Effects
Adobe Photoshop
HTML, CSS, JavaScript

Languages

English Professional
Korean Native