

Seonmyeong Kim

product designer

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I'm a Product Designer with 6 years of experience across e-commerce, real estate, fulfillment, and mobility. I design from product to platform-level systems, focusing on logical, data-driven, and effective solutions.

Experience

Platform Designer

Birdview - Hwahae

DEC 2022 - OCT 2023

- Led Platform design at Hwahae, South Korea's No.1 cosmetics review platform, with 1.3M monthly active users and over 10 million product reviews.
- As the sole Platform Designer, spearheaded the creation of a cross-platform design system for iOS, Android, and Web
- Achieved measurable impact after system adoption : 50%+ reduction in design time, 80%+ Figma component reusability, and 60% shorter design QA cycles
- Championed design activities focused on solving core user problems and driving product adoption
- Authored and rolled out a company-wide UX Writing guideline, ensuring consistency across product experiences

Platform Designer

Musinsa - 29CM

JUL 2022 - OCT 2022

- 29CM is a premium commerce platform under MUSINSA Group, with 1.7M MAU and over 1.2B in annual transaction volume
- Served as the sole Platform Designer, leading the creation of a cross-platform design system for iOS, Android, and Web
- Independently led the migration from Sketch to Figma, improving collaboration between designers and developers and enhancing overall product quality

Product Designer

Station3 - Dabang

JAN 2021 - JUL 2022

- Dabang is one of South Korea's leading proptech platforms, with around 2 million monthly active users searching and transacting rental and sales properties
- Redesigned the property detail page by restructuring layout and information flow to support the user journey of exploration → information gathering → contacting an agent, resulting in +21% agent contact rate, +63% page visits, and +10% increase in "save" feature usage
- Led design for multiple mobile/web applications and drove design system initiatives
- Applied motion design using After Effects to improve user understanding of new services

Product Designer

Mata Company - Matazoo

AUG 2019 - JAN 2021

- Matazoo is a Seoul-based proptech startup offering shared-storage logistics, where customers can store seasonal items in specialized facilities and retrieve them on demand.
- Served as the sole designer, leading UX/UI design for multiple mobile and web applications
- Created user personas, sitemaps, wireframes, and end-to-end product designs from core concepts to final visuals
- Directed brand marketing photo shoots
- Planned and managed multiple projects simultaneously
- Improved production quality by facilitating collaboration between developers and designers

Product Designer

Pickup Scanner

FEB 2018 - MAR 2019

- Pickup Scanner is a global chauffeur service, providing premium transportation across Southeast Asia and European countries.
- Served as the sole designer, responsible for UI/UX, marketing branding, and research
- Designed and launched a new web and app booking experience end-to-end, reducing page drop-off by 83%
- Created user personas, sitemaps, wireframes, and high-fidelity product designs
- Played an influential role in product planning and execution, advocating for UX best practices across the team

Education

MAR 2012 - FEB 2016
SEP 2017 - JAN 2018

Korea National University of Transportation - Department of Software Bachelor's degree
FAST CAMPUS - UX/UI School

Skill

UI/UX Design, Design Systems & Accessibility, User Research, Wireframing, Information Architecture, Prototyping, UX Writing, Product QA, Mobile Agile Development, Collaboration (Agile, Handoff, Jira/Notion), Figma, Jira