

Eunbi Kang

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Experience

Owner and Designer

Ahn Studio NYC | Jan 2024 - Present

- Founded and managed a small business specializing in textile and digital illustration art.
- Created brand concept, e-commerce website, and promotional content and prints.
- Developed and maintained the brand's unique identity and aesthetic, ensuring consistency across social platforms.

Freelance Designer

All for Love | Jan 2024 - Present

- Led the website design for the brand's e-commerce customers.
- Performed stakeholder interview and competitor analysis, creating mood boards to visualize the preferred brand image.
- Developed information architecture, wireframe, high-fidelity prototypes.
- Performed UI development markup with HTML/CSS.

Lotus Jiu-jitsu | Aug 2023

- Led the website redesign to improve user interface experience, affecting customer use frequency and automatic class registration process.
- Created competitor analysis, stakeholder interview, wireframes and high-fidelity prototypes.

Coffee Monster · Mad for Chicken | Jun 2023 - Mar 2024

- Created printed materials including menus and posters, for the brand's new product to enhance brand image and purchase rate.
- Developed Illustrations for packaging prints.

UI Designer

Planit Healthcare | Aug 2021 - Mar 2023

- Led strategic user interface design projects of SaaS platforms and websites for B2B clients, focusing on improving product usability.
- Performed user interview, stakeholder interview, A/B tests, wireframing, and high-fidelity prototyping.
- Created logos, iconography, campaign mock-ups, design systems and data visualizations for website posts and events of B2B clients and company's software.
- Developed UI mark up on website with HTML/CSS collaborating with front end developers.

Education

Green Computer Academy

UI UX Certificate course | 2021

Black Hills State University

Commerce and Trade | 2017 - 2018

Yeungnam University

English Education | 2016 - 2020

Commerce and Trade | 2017 - 2020

Skills

Design Skills

Branding + Identity
UI/UX
Design Research
Packaging
Illustration
Motion Graphic

Technical Skills

Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Adobe After Effect
Adobe XD
Figma
HTML
CSS

Other Skills

Self-Starter
Time Management
Multi Tasking
Rapid Iteration
English/Korean Fluency
Tufting Textile Art
Jiu-Jitsu