HEUNGSOO KIM

UX/UI Designer with background in industrial design, interior design, and fashion to serve a purpose and create meaningful design

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Projects

IconPlex
Cloud Storage Mockup, Sep-Nov 2018

- Designed cloud storage mockup for designers and creative professionals, providing content upload, sharing, networking, and online design tool
- Utilized surveys, user research, testing, and protoype created with Figma and InVision

Experience

Bloc
Designer Track, 2018-Present

- Completing 36+ weeks of project-based online design bootcamp under mentorship of an accomplished UX professional while working full-time
- Craft user surverys and conducted interviews for user personas, user stories, user flows
- Create brand identities - name, logo, typography, and style guide
- Build prototypes and conduct user testing then interate based on user feedback using figma, InVision, HTML, CSS, and JavaScript

Palm USA Inc
Marketing Specialist, 2017-Present

- Perform trends research on sneakers, street fashion, and visual merchandising for future buying
- Create seasonal lookbooks of Jordan apparels for retail stores
- Process sales data to oversee customer preferences
- Design customized New Era sports team hats based on market trends and sales data

KOTRA
Marketing Specialist, 2015-2016

- Connected buyers of global automotive companies and Korean automotive suppliers for a new business partnership
- Built a database of prospective buyers and distributors for business resources through market research and cold calling
- Revised aninformational presentation material for Global Partnership program

LG Hausys
Surfaces Product Designer, 2014-2015

- Designed new counter-top surfaces products, succeeding the existing collection, based on interior design trends and prototyping
- Identified the design trends and customers' preferences through trends research, trade shows, and sales data analysis
- Set product goals and collaborated with engineers on product development

Education

Bloc
Designer Track,
2018-Present

University of Illinois at Urbana-Champaign
BFA in Industrial Design, 2013

Skills

User Experience
User Surveys
User Interviews
Personas
User Stories
User Flows
Usability Testing
Sketching
Lo-Hi Wireframes
Branding
Typography
Color Theory
Prototyping

Tools

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Figma
InVision
HTML
CSS
JavaScript