

Subin (Kiara) Seong

PRODUCT DESIGNER

Email
kiaraseong@gmail.com

Portfolio
kiaraseong.design

EXPERIENCE

Lucid Motors Design Collaboration

Feb 2024 - Current, UI/UX Research & Design, Industrial Design

- Designed user-centric interfaces for a futuristic electric vehicle in a Lucid Motors-sponsored project, refining the experience with feedback from their team.
- Prototyped and refined interactive infotainment systems based on real-world use and feedback.
- Applied cutting-edge UI/UX concepts to enhance vehicle interactions, meeting high standards of performance and sustainability.
- Collaborated with industrial designers for both interior and exterior design, as well as clay modelers, ensuring cohesive vehicle aesthetics and functionality.

Marketeq Digital

Jun 2024 - Current, UX Research & Design Intern

- Conducted in-depth UX research to evaluate inbox features across competitor and best-in-class platforms, identifying essential functionalities for integration.
- Designed user flows and developed the Inbox feature, focusing on enhancing client communication and project management.
- Collaborated on implementing key inbox functionalities, focusing on advanced messaging options, organizing communication threads, and optimizing the user interface for seamless client interactions.

PROJECTS

Airbnb Together

Feb 2024 - Mar 2024, UI/UX Research & Design

Created a localized engagement solution for Airbnb to enhance real-life connections among users.

- Conducted user research and created wireframes to inform design decisions and enhance user experience.
- Developed interactive prototypes and iterated based on usability testing to refine the product.
- Analyzed user feedback post-launch to identify improvements and guide future enhancements.

InBody + AI Fitness Advisor

Sep 2023 - Dec 2023, UI/UX Research & Design

Developed AI fitness advisor based on in-body physical function measurement data, AI recommends exercise and diet routine that suits user

- Design personalized exercise routines and diet recommendations using InBody analysis charts
- 3 styles, list the styles, conduct user research, and wireframes
- Completed user testing and revised final prototype to ensure a better user experience

EDUCATION

Interaction & UI/UX Design, BFA

June 2022 - Current

Academy of Art University, US

Photography, BFA

June 2021 - May 2022

Academy of Art University, US

SKILLS

Design

- User-Centered Design
- UX/UI Design
- User Research & Testing
- Wireframing & Prototyping
- Interactive & Digital Interfaces

Tool

- Figma, Sketch
- Adobe Creative Suite
- HTML, CSS, JavaScript
- ProtoPie, Framer

Languages

- Korean
- English

Achievements

Academy of Art University

- Spring Show 2024