

Subin (Kiara) Seong

Product Designer - Portfolio: kiaraseong.design | kiaraseong@gmail.com | SF Bay Area

EXPERIENCE

Stickaboo

Founder & Product Designer

May 2025 – Present

- Building a Shopify-based e-commerce brand from 0→1 focused on premium name-label stickers.
- Designed and coded the custom product editor using Figma → HTML/CSS/JavaScript → Shopify Liquid.
- Led brand strategy, packaging, marketing campaigns, and product storytelling across social media.
- Managed vendor sourcing, pricing, and customer experience end-to-end — blending product and marketing design.

Marketeq Digital (Fintech SaaS)

UX Research & Design Intern

June 2024 - Sep 2024

- Designed and simplified the Inbox feature for a SaaS communication dashboard used by freelancers and agencies.
- Led user research and usability testing, identifying key friction points and redesigning flows for efficiency.
- Collaborated directly with developers and PMs, applying rapid iteration in a startup-paced environment.
- Integrated marketing insights into product UX to strengthen user retention.

PROJECTS

Google Playground | UI/UX Design, Prototyping, Motion

Feb 2025 - Mar 2025

- Designed an intuitive AI learning platform for developers to explore models without coding
- Built personalized onboarding flow based on interests, skill level, and learning goals
- Prototyped publish-and-share feature to encourage community collaboration
- Created dashboard UI to monitor model usage, performance, and debugging insights

Lucid Motors Design Collaboration | UI/UX & Industrial Design

Feb 2024 - May 2024

- Designed user-centric interfaces for an innovative electric vehicle dashboard, focusing on seamless driver experience.
- Developed interactive infotainment prototypes, refining them based on real-world testing and user feedback.
- Collaborated with industrial designers and clay modelers to ensure aesthetic and functional alignment.
- Applied UI/UX principles to enhance vehicle interaction, ensuring a seamless and intuitive user experience.

SKILLS

Design: UX/UI, Interaction Design, Design Systems, Visual Design, Motion, Branding
User Research: Usability Testing, A/B Testing, User Interviews, Competitive Analysis, UXR
Design Tools: Figma, Adobe Creative Suite, HTML, CSS, JavaScript

EDUCATION

Academy of Art University

US

BFA, Interaction & UI/UX Design

May 2022 - May 2025

Academy of Art University

US

BFA, Photography

June 2021 - May 2022

ACHIEVEMENTS

Academy of Art University Spring Show 2024 - Interaction & UI/UX Design