

# KIARA SEONG

PRODUCT DESIGNER

Email  
kiaraseong@gmail.com

Portfolio  
[kiaraseong.design](https://kiaraseong.design)

## 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
- Motion Graphic
- User Research
- Wire-Framing
- Prototyping

### Tool

- Adobe Creative Cloud
- Figma
- HTML & CSS
- Javascript

## Languages

- Korean
- English

## Achievements

Academy of Art University  
• Spring Show 2024

## PROJECTS

### Airbnb Together

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

Designed and implemented a localized engagement solution for Airbnb targeting Gen Z users. This enhancement fostered real-life connections among users, aligning with Airbnb's mission of connecting people with their destinations and enhancing social interactions during travel.

- Developed updated UI/UX featuring integrated mapping functionalities, backend support for aggregating local events, and a social tool enabling users to both extend and accept invitations to events with other Airbnb guests.

### 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 recommend 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

### YouTube Music Redesign

Sep 2023 - Dec 2023, UX Research & Design

UX research that redesigned and worked on the overall UX design. Added the lyric font adjustment button and modified the music add button on the playlist.

- Created three unique personas to identify customer needs and influence the design process
- Updated the user interface to allow for more user customization
- Improved Playlist task flows and interface components so users can easily update their playlists

## EXPERIENCE

### Lucid Motors Design Collaboration

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

Future-oriented car design project with Lucid motors.

- Designed driver-friendly HMI(Human Machine Interface)
- Designed Head-up display