

Subin (Kiara) Seong

Product Designer | kiaraseong.design | kiaraseong@gmail.com

SUMMARY

I'm passionate about creating intuitive, user-friendly experiences that make a real impact. With a strong background in UX research, interaction design, and prototyping, I focus on designing solutions that are both functional and engaging. I love collaborating with teams to solve complex problems and bring ideas to life using tools like Figma and Sketch. My goal is to build designs that feel seamless, accessible, and meaningful to users.

PROJECTS

InBody Fitness Plus | *UI/UX Research & Design, AI-Powered Advisor* Sep 2024 - Dec 2024

- Developed an AI-powered fitness advisor delivering personalized workout recommendations based on body composition data.
- Conducted user research to identify and address pain points, such as generic routines and complex navigation.
- Designed a prototype, improving engagement through usability testing and iterative design improvements.
- Streamlined the interface by simplifying navigation and incorporating visual feedback, enhancing clarity and ease of use.

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.

Airbnb Together | *UI/UX Design, Localization* Feb 2024 - Mar 2024

- Created a localized engagement solution to foster real-life connections among Airbnb users.
- Conducted user research, built wireframes, and iterated designs based on usability feedback and testing.
- Developed interactive prototypes, significantly improving user engagement and overall usability.

EXPERIENCE

Marketeq Digital

June 2024 - Sep 2024

UX Research & Design Intern

- Conducted in-depth UX research to evaluate inbox features across top platforms, identifying essential functionalities.
- Designed user flows and developed a messaging feature to enhance client communication and project management.
- Optimized the interface for seamless interactions, improving usability and engagement metrics.
- Led usability testing sessions and iterated designs based on quantitative and qualitative user feedback.

SKILLS

UX/UI Design: Wireframing, Prototyping, User Flows, Information Architecture, Interaction Design, Visual Design

User Research: Usability Testing, A/B Testing, User Interviews, Competitive Analysis, User-Centered Design

Design Tools: Figma, Sketch, Adobe Creative Suite, Principle, Miro

Languages: HTML, CSS, JavaScript, Korean, English

EDUCATION

Academy of Art University

US

BFA, Interaction & UI/UX Design

Expected Spring 2025

Academy of Art University

US

BFA, Photography

June 2021 - May 2022

ACHIEVEMENTS

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