

Jeonghye (Jenny) Yoon

UX Designer

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EDUCATION

Georgia Institute of Technology

Atlanta, GA / August 2021 - May 2023

MS of Industrial Design

- Relevant Coursework: Human-Centered Design, Service Design & Brand, Health & Wellness Service Design, Visual Communication Interaction
- 4.0 / 4.0 GPA (2021 Fall - Present)

Kookmin University

Seoul, Korea / March 2014 - February 2020

B.S. in Industrial Design

- Relevant Coursework: Interface Design, VR Product System Design, Interaction Capstone Design, Theory of Digital Contents Development, Universal Design, Design Presentation Technique, Environment Design
- Dean's list (2016)

California State University, Monterey Bay

Seaside, CA / January 2017 - June 2017

Exchange Student / ESL

- Relevant Coursework: Academic Reading, Academic Writing & Editing, American Culture, Oral Communication

PROFESSIONAL EXPERIENCE

LINE GAMES

Seoul, Korea / January 2020 - August 2020

Marketing Content Designer

- Designed marketing and UA campaign advertising materials analyzing each game for global audiences.
- Created design guidelines for global game tournaments including Royal Mayhem and Win Against Developers.
- Illustrated and coordinated concepts, logos, key visuals, advertisements, broadcasting design assets for each tournament.
- Collaborated intensively with software engineering, marketing, business, and operation teams.

Kakao Corp.

Seoul, Korea / January 2019 - April 2014

Design Internship

- Participated in design projects for employee experience and recruitment as the point person for design in the HR department.
- Created visual concepts for internal/external events including the Kakao Coding Festival, an annual Hackathon, as well as regular events for employees.
- Collaborated with the brand team to enhance recruitment advertising and provided input for redesigning the HR manual.

ACTIVITIES

Interaction Media Workshop *Nexon Computer Museum*

Seoul, Korea / December 2020

- Used node-based visual programming language "TouchDesigner" to create a creative interaction program for generating sounds with facial expressions.

Capstone Design Competition *Linc+*

Seoul, Korea / November 2017

- Created a tangible interactive game inspired by sailing with a team of four students.
- Won the Excellence Prize (4th out of 63 teams)

Community Volunteering *Forest Grove Elementary School*

Seaside, CA / May 2017

- Volunteered to enhance awareness and appreciation for Asian cultures at the elementary school level.

International UX Workshop *Shibaura Institute of Technology*

Tokyo, Japan / February 2015

- Collaborated with a diverse array of Shibaura Tech students to develop innovative services for enhancing societal connections in Tokyo.