

YESEON KANG

Portfolio

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Education

Pratt Institute

Class of 2023

BFA Communication Design | Psychology Minor

President's List 2018-2023
International Merit Scholarship

Experience

HS Ad

Nov 2023 - Present

UX/UI Design Intern | Englewood Cliffs, NJ

Elevated L.G.com's visual design through user-tested enhancements to critical sections like the Homepage, Product Detail and Listing Pages, Product Cards, and Global Navigation. Explored varied Call-to-Action designs and crafted interactive prototypes, ensuring an aesthetically refined digital presence that aligns seamlessly with user preferences and behaviors.

Freelance

Dec 2023

UX/UI Designer | Remote, NJ

Collaborated closely with developers to actualize their vision in a mobile app. Focused on refining the app's visual design through a comprehensive analysis of user flow.

XNY Studio

Oct 2023 - Dec 2023

Freelance Designer | Remote, NJ

Offering a comprehensive suite of design services, including UI/UX design, web design, motion design, and branding, for a diverse client base, while developing website designs and managing branding assets for our own studio.

Global Payments

Jun 2023 - Aug 2023

Design Intern | Remote, NY

Redesigned the Globalpayments website: Homepage, Payment Landing page, and Industry software Landing page. Created the overall design system for their 2023 ESG Report. Created design concept for their environmental branding project at Mercedes-Benz Stadium.

LG Hausys

Jun 2020

Graphic Design Intern | Atlanta, GA

Designed a brochure and updated their website to introduce new products. Assisted in designing their first virtual tour of the online model house.

Involvement

GM x Pratt

Aug 2022 - Dec 2022

Design Lead | Brooklyn, NY

Worked in a partnership with GM to explore the digital experiences, specifically the speculative concept of the digital dashboard.

KickOff Exhibition

Dec 2022

Selected Participant | Manhattan, NY

Participated in an exhibition hosted by Pratt and FIT as a graphic/3D Designer.

Pratt PIKS

Aug 2019 - May 2022

Designer | Manhattan, NY

Designed social media contents for events in and out of campus. Collaborated with other organizations in New York to organize workshops.

Skills

Design

UI/UX Design
Graphic Design
Interaction Design
Motion Design

Branding
3D Modeling
User Research
System Thinking

Software

Photoshop
Illustrator
After Effects
InDesign

Premiere
Figma
Adobe XD
Cinema 4D