YESEON K.

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00. Education

Pratt Institute

BFA Communication Design | Psychology Minor

Class of 2023

President's List 2018-2023 International Merit Scholarship

01. Experience

Aither

Designer (Contract) | Manhattan, NY

Feb 2025 - Mar 2025

Created branding assets and designed wireframes, web, and mobile interfaces for startups, enhancing their digital presence.

HSAD

UX/UI Design Intern | Remote, NJ

Nov 2023 - May 2024

Enhanced LG.com's visual design by implementing user-tested improvements across key sections like the Homepage and Campaign page, optimizing the user experience.

Freelance

UX/UI Designer | Remote, NJ

Dec 2023 - Jan 2024

Collaborated with developers to refine the visual design of the 'Review My Hinge' app, enhancing user flow and interface design.

AUW Studio

Designer (Contract) | Remote, NJ

Oct 2023 - Dec 2023

Provided web design and branding services for a diverse client base. Played a key role in developing AUW Studio's own website and branding assets, enhancing the studio's online presence.

Global Payments

Design Intern | Remote, NY

Jun 2023 - Aug 2023

Redesigned the Global Payments' website, created a design system for their 2023 ESG Report, and contributed to the environmental branding project at Mercedes-Benz Stadium.

LG Hausys

Graphic Design Intern | Atlanta, GA

Jun 2020

Designed a brochure to highlight new products and updated their website. Assisted in designing the first-ever virtual tour of the online model house, enhancing user engagement.

02. Involvement

GM X Pratt

Selected Participant | Brooklyn, NY

Aug 2022 - Dec 2022

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

KickOff Exhibition

Selected Participant | Manhattan, NY

Dec 2022

Showcased work as a designer in an exhibition hosted by Pratt and FIT.

Pratt PIKS

Designer | Brooklyn, NY

Aug 2019 - May 2022

Created social media contents for campus events and collaborated with other organizations in NY to arrange workshops.

03. Skills

Design

UI/UX Design | Interaction Design | Wireframing | Prototyping | User Research User Flow | User Testing | Competitor Analysis | Branding | Motion Graphic

Software

Figma | Photoshop | Illustrator | After Effects | InDesign | Cinema 4D