Subin (Kiara) Seong

PRODUCT DESIGNER

Email
kiaraseong@gmail.com

Portfolio
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, enhancing real-life connections for Gen Z users and aligning with Airbnb's mission to improve 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

EXPERIENCE

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

Assisted in designing the user interface and user experience for a futuristic Lucid Motors car, focusing on innovative dashboard controls, smart garage integration, and an immersive entertainment system.

- Contributed to the UI/UX design of a futuristic car model for Lucid Motors, focusing on enhancing user interaction and in-car experience.
- Developed innovative UI/UX concepts for the car's dashboard and infotainment system, emphasizing futuristic design and intuitive user interfaces.

Marketeq Digital
Jun 2024 - Current, UX Research & Design Intern

Contributed significantly to developing a robust Inbox feature for a freelancer platform, encompassing UX research, competitor analysis, and designing key functionalities to enhance user experience and client communication.

- Conducted in-depth UX research to evaluate inbox features across competitor and best-in-class platforms, identifying essential functionalities for integration.
- Designed user flows and developed the Inbox feature, focusing on enhancing client communication and project management.
- Collaborated on implementing key inbox functionalities, focusing on advanced messaging options, organizing communication threads, and optimizing the user interface for seamless client interactions.