

# Subin (Kiara) Seong

PRODUCT DESIGNER

Email  
kiaraseong@gmail.com

Portfolio  
[kiaraseong.design](#)

## EXPERIENCE

### Marketeq Digital – Product Designer (UX/UI)

Jun 2024 - Sep 2024

- 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.
- Led usability testing and iterated designs based on quantitative and qualitative feedback.

### Lucid Motors Design Collaboration – Product Designer (UI/UX & Industrial Design)

Feb 2024 - May 2024

- Designed user-centric interfaces for an innovative electric vehicle dashboard.
- Developed interactive infotainment prototypes, refining them based on real-world testing.
- Collaborated with industrial designers and clay modelers to ensure aesthetic and functional alignment.
- Applied cutting-edge UI/UX principles to enhance vehicle interaction, ensuring a seamless driver experience.

## PROJECTS

### Airbnb Together – Product Designer (UX/UI)

Feb 2024 - Mar 2024

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

### InBody Fitness Plus – Product Designer (UX/UI)

Sep 2023 - Dec 2023, UI/UX Research & Design

- Developed an AI-powered fitness advisor, delivering personalized exercise plans based on InBody data.
- Conducted user research and testing, leading to an optimized final prototype with enhanced usability.

## EDUCATION

### Interaction & UI/UX Design, BFA

Expected December 2025

Academy of Art University, US

### Photography, BFA

June 2021 - May 2022

Academy of Art University, US

## SKILLS

### UX/UI Design

Wireframing, Prototyping, User Flows, Information Architecture

### User Research

Usability Testing, A/B Testing, Interviews, Competitive Analysis

### Design Tools

Figma, Sketch, Adobe Creative Suite

### Front-End

HTML, CSS, JavaScript

## Languages

- Korean
- English

## Achievements

Academy of Art University

- Spring Show 2024