

Jimin Hong

PRODUCT DESIGNER

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EXPERIENCE

UX Consultant (Oct 2023 - Dec 2023)

CENTER FOR DIGITAL EXPERIENCES AT PRATT INSTITUTE

- Enhanced the functionality of finding friends and classmates on Knowunity for its 9M+ users.
- Collaborated with Knowunity's project managers to enhance the onboarding process.
- Conducted 14 moderated user test interviews and pinpointed gaps between user expectations and app experiences.
- Reported findings with user-focused design solutions through mock-ups, reports, and presentations.

UI/UX Designer (May 2023 - Sep 2023)

APPOSTER, INC. - TIMEFLIK

- Produced mobile app wireframes and prototypes to create seamless user flows for new business plans and promotions.
- Responsible for redesigning the design systems and visual assets.
- Enhanced user flow and interactions by optimizing general onboarding and improving the sign-up process for new devices.

Web Designer (Feb 2022 - Oct 2022)

BLUEBASKET

- Created designs for E-commerce banners, product detail pages, landing pages, and social media advertisements.
- Developed and maintained a pre-order website using HTML, CSS, and JavaScript.

Production Planner (Oct 2020 - Jul 2021)

LG ENERGY SOLUTION MICHIGAN, INC.

- Responsible for assembly production plans, monitored production schedules, tracked results, and managed reports

Web Designer/Manager (Apr 2016 - Sep 2020)

PI DISTRIBUTION, INC.

- Ensured branding consistency and aligned project goals with the overall organizational vision, strategies, and tactics.
- Designed marketing graphics for diverse channels, including websites, social media, email campaigns, and brochures.
- Collaborated with cross-functional teams (engineering, marketing, admin) to create visual materials for reports, training, proposals, and presentations using G Suite.

EDUCATION

M.S. in Information Experience Design

at PRATT INSTITUTE

(Aug 2023 - May 2025)

UI/UX Design

at ZEROBASE

(Dec 2022 - Mar 2023)

Outstanding Student

B.S. in Web Design & Development

at FULL SAIL UNIVERSITY

(May 2014 - Apr 2016)

3.86/4.00

SKILLS

Wireframing and prototyping

Usability testing

User flows

Interface design

Visual design

Web design

Branding design

HTML/CSS/Javascript

TOOLS

Figma

Adobe Illustrator, Photoshop,

InDesign