

SEOHEE KIM

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OBJECTIVE

UX/UI Designer who actively leverages AI-powered design and development tools to accelerate prototyping, iteration, and UI delivery, while collaborating closely with engineers through a strong working knowledge of HTML, CSS, and JavaScript. With experience designing UX/UI for products powered by AI and LLMs, I specialize in translating complex AI capabilities and data-driven logic into intuitive, user-centered interfaces. I lead end-to-end UI/UX execution from concept to launch, focusing on building scalable experiences that function effectively in real-world environments. By making design decisions grounded in technical constraints, I bridge AI potential with real user value and measurable business impact through thoughtful UX/UI design.

WORK EXPERIENCE

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UX/UI Design Intern

Seoul, Korea
March 2025 - May 2025

- Led the end-to-end UX/UI design of a client-commissioned museum website from initial planning, defining information architecture, user flows, UI design, and establishing a design system to deliver a cohesive and usable web experience.
- Designed and built new B2B and B2C web pages from the ground up for APOC's core service, defining UX structure and visual hierarchy to clearly communicate service value, improve content accessibility, and support product promotion and scalability.
- Collaborated closely with designers and developers to ensure consistency between design intent and final implementation, refining UI details and user flows based on real-world usage considerations

PROJECTS

Wally: AI-Based Personal Expense Management - [Link to project](#)
UX/UI Designer

Irvine, CA, USA
October 2025 - December 2025

- As a UX/UI Designer on Wally, an AI-powered personal finance platform, I led the design of personalized budgeting experiences and emotion-based spending feedback flows grounded in user research. I defined screen structures, information hierarchy, visual layouts, and UI component systems to ensure complex financial data and AI-generated insights were presented in a clear and intuitive way
- I designed end-to-end UX flows and key UI screens for AI-driven features, including budgeting guidance, spending feedback, and behavior-driven chat interactions. To help users clearly understand AI recommendations and translate them into action, I refined interfaces, microcopy, and interaction details. I also validated interactions in real usage scenarios within a Next.js front-end environment to improve UI quality and usability
- Through 30+ user interviews and card-sorting studies, I analyzed financial stress, spending behaviors, and trust in AI recommendations, and translated insights into UX/UI decisions such as AI persona tone, feedback patterns, and on-screen information prioritization. As a result, user satisfaction increased by 12% within one week of UX/UI improvements, and 80% of users reported that the experience helped them reduce unnecessary spending

PIX.MO: AI-Powered Character Customization Game - [Link to project](#)
UX/UI Designer (Founding Designer)

Irvine, CA, USA
September 2025 - November 2025

- I independently planned and designed PIX.MO, an AI-powered character customization game, defining the entire user experience flow and UI structure that allows users to generate their own pixel characters through prompt input, review the results, and test them directly in gameplay. I implemented browser-based interactions and motion design to enhance user immersion throughout the journey from character creation to play
- Applying HCI principles and Gemini 3-based AI interactions, I designed prompt input methods, feedback structures, and result screens that allow non-technical users to generate characters with minimal learning effort. As a result, the user experience reduced asset creation time by approximately 50%
- I implemented and connected both front-end and back-end systems to validate how generated assets function in real usage contexts from a UX perspective. By considering gameplay elements such as animation loops, collision handling, and combat interactions, I iteratively refined the UI/UX. I also used SolidWorks to design asset structures, completing an experience design process that tightly integrated design, implementation, and real-time testing

Choremint: Behavior-Driven Family Chore Experience - [Link to project](#)
UX/UI Designer

Irvine, CA, USA
September 2025 - November 2025

- Designed a family chore management app from the ground up as a behavior-driven UX system to reduce emotional friction between parents and children, owning end-to-end UX strategy, information architecture, UI design, and a Figma-based design system for the MVP
- Conducted user research through surveys (33 respondents) and in-depth interviews with 6 parent-child teams, identifying unclear expectations, rewards, and completion criteria as core problems and translating insights into a cohesive system including quest-based structures, progress-first UI, and role-based UX
- Identified cognitive load and behavioral drop-off points through usability testing, and iteratively refined priority-driven layouts, immediate visual feedback, and action-oriented CTAs, establishing a polished UX flow and scalable UI structure

TrendPulse: AI-Powered Trend Intelligence - [Link to project](#)
UX/UI Designer

Irvine, CA, USA
October 2025 - December 2025

- Designed and implemented the front-end UX for TrendPulse, an AI-powered trend intelligence MVP, delivering core user flows and dashboards within 7 days under rapid validation constraints
- Translated AI-generated trend signals and large-scale content data into intuitive UI structures, focusing on clarity, scannability, and decision-oriented information hierarchy
- Shipped production-ready interfaces in Next.js and React, iterating directly against live data to ensure usability and performance in an AI-first product environment

Four Guardian Spirits: Interactive Narrative Exhibition - [Link to project](#)
Project Leader

Seoul, South Korea
March 2022 - December 2022

- Designed an end-to-end UX framework for a large-scale interactive exhibition, defining user journeys, interaction flows, and engagement touchpoints across physical space and AR to guide visitors from entry to participation
- Translated narrative concepts into structured, scalable experience design, integrating AR-based digital touchpoints and designing exhibition UI assets including informational cards, stickers, and on-site promotional pillars (physical display units), extending on-site interactions into shareable flows and driving engagement from 10,000+ users

EDUCATION

Kookmin University
Bachelor's, Product Design

March 2021 - February 2027
GPA: 4.0

Paris cite University
Incomplete, Business Communication

September 2024 - February 2025

- An exchange student in Communication & Business, focusing on cross-cultural communication and global marketing, and collaborating with international teams across 6+ countries.

SKILLS

Design: Figma, Product Design, Experience Design, Interaction Design, UI/UX Design, User Behavior Analysis, Journey Mapping, Usability Testing, User Research, Blender, 3ds Max, Rhino 3D, Personalization Logic, Metrics-Driven Decision Making, Human-in-the-Loop Design, Problem Solving, Analytical Thinking, Rapid Learning, State-Based UI, Component-Based Architecture, Data Modeling, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe Premiere Pro, Business Analytics, Branding/Brand Strategy, Business Strategy, CAD, Google Analytics, Graphic Design, Market Research, Sketchup, Cinema 4D, 3D Modeling, Illustrator, Prototyping, Responsive Design, Accessibility, Design Systems, Data Analysis, Component-Based Design, Google Analytics 4, Information Architecture, prototypes, mobile development, prototyping tools, motion design

AI: Gemini 3, AI Product Integration, Midjourney, AI Output Evaluation, AI Product Integration, Prompt-to-System Translation, Personalization Logic

Development: Git, Web Development, HTML/CSS, React Native, Cursor, Android Development, React.js, Python, Firebase, Java, AWS, iOS/Swift, JavaScript, Next.js, Bedrock, Webflow, Serverless, Supabase, Amazon Quicksight, API Integration, Node.js, Visual Studio Code, OpenSearch Service

Basic: Clear Communication, Cross-functional Collaboration, Monday, Attention to Detail, JIRA, Canva, Marketing, Client-Side State Management, Performance Optimization, HCI (Human-Computer Interaction), Communication Skills

Languages: Korean, English

CERTIFICATIONS

Google Analytics 4 Certification — Google (2025.7–2026.7)