

YESEON K.

+1 470 694 7872

yeseonkangdesign.com

yeseon.design@gmail.com

Education

Pratt Institute

Class of 2023

BFA Communication Design | Pyschology Minor

President's List 2018-2023
International Merit Scholarship

Experience

HSAD

Nov 2023 - May 2024

UX/UI Design Intern | Remote, NJ

Elevated LG.com's visual design through user-tested enhancements to critical sections like the Homepage and Campaign page. Explored varied Call-to-Action designs and crafted interactive prototypes.

Freelance

Dec 2023

UX/UI Designer | Remote, NJ

Collaborated closely with developers to actualize their vision in a mobile app. Focused on refining the app's visual design through a comprehensive analysis of user flow.

AUW Studio

Oct 2023 - Dec 2023

Freelance Designer | Remote, NJ

Offering a comprehensive suite of design services, including UI/UX design, web design, motion design, and branding, for a diverse client base, while developing website designs and managing branding assets of their own.

Global Payments

Jun 2023 - Aug 2023

Design Intern | Remote, NY

Redesigned the Global payments website: Homepage, Payment Landing page, and Industry software Landing page. Created the overall design system for their 2023 ESG Report. Created design concept for their environmental branding project at Mercedes-Benz Stadium.

LG Hausys

Jun 2020

Graphic Design Intern | Atlanta, GA

Designed a brochure and updated their website to introduce new products. Assisted in designing their first virtual tour of the online model house.

Involvement

GM x Pratt

Aug 2022 - Dec 2022

Design Team Lead | Brooklyn, NY

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

KickOff Exhibition

Dec 2022

Selected Participant | Manhattan, NY

Participated in an exhibition hosted by Pratt and FIT as a graphic/3D Designer

Pratt PIKS

Aug 2019 - May 2022

Designer | Brooklyn, NY

Designed social media contents for events in and out of campus. Collaborated with other organizations in New York to arrange workshops.

Skills

Design

UI/UX Design

Branding

3D Modeling

User Research

Interaction Design

Graphic Design

Motion Graphic

System Thinking

Software

Figma

Illustrator

InDesign

Cinema 4D

AfterEffects

Photoshop

Premiere Pro