

Narae Son

Product designer

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Summary

Dedicated **senior product designer with 5+ years of experience** working in the gift card industry. Skilled in **user experience and user interface design, user research, design system, and front-end development**. Launched Culture Plus, Culture Cash rewards mobile application with over 100k downloads on Google Play Store. Improved Culture Land website and mobile application, collaborated with multidisciplinary teams.

Experience

Senior Product Designer

Feb. 2017 - July. 2021

Korea Culture Promotion Inc.,

Full-time

Seoul, South Korea

[Responsibilities]

- Improved user experience and user interface design for Culture Land website and mobile application
- Created responsive websites and mobile applications
- Front-end development using HTML5/CSS/j-Query
- Designed visual works like logos, packages, posters, and digital/paper advertisements

[Achievements]

- Launched Culture Plus, Culture Cash rewards mobile application with over 100k downloads on Google Play Store
 - Increased participants from 3,000 to over 9,000 a day
 - Doubled advertising revenue
- Created the Google Play Gift Code top-up service on Culture Land, collaborated with Google

Product Designer

Nov. 2016 - Jan. 2017

a.flow web agency, Freelance

Seoul, South Korea

[Responsibilities]

- Information Architecture, Wireframing
- Created responsive websites
- Front-end development using HTML5/CSS/j-Query

[Achievements]

Created mobile website for World Congress of OWHC 2017, Gyeongju, Republic of Korea

Visual Designer

Jul. 2012 - May. 2015

Inusshoe/saesindao, Freelance

Seoul, South Korea

- Designed website product pages
- Edited product photos
- Created digital advertisements

Education

Seoul National University of Science and Technology

Bachelor of Design

major in Industrial design

2013

Google UX Design Specialization

Completed UX Design

Professional seven courses

2022

The Joen Computer and Art Institute

Completed jQuery Course

2017

The Joen Computer and Art Institute

Completed Html/CSS course

2016

Hard skills

Design skills

User research
Personas/Journey mapping
Crazy8/HMW/Competitive audits
Information Architecture
Wireframing/Prototyping
Usability studies
Design System

Design tools

Figma
Adobe Xd
Adobe Photoshop
Adobe Illustration

Coding

Html
CSS
jQuery

Soft skills

Effective communication
Relating well to people
Problem solving
Team player
Quick learner

Languages

Korean (Native)
English (Fluent)