Narae Son

Product designer

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Summary

Dedicated product designer with 6+ years of UXUI experience. Skilled in user experience and user interface design, user research, design system, and front-end development. Currently, work in Hanssem, improving UX/UI for Hanssem Mall and B2B products.

Experience

Product Designer
Jun. 2023 -

Hanssem
Full-time
Seoul, South Korea

[Responsibilities]
- Creating Information Architecture, Wireframing
- Improving user experience and user interface based on data using AB Test, Usability Test and so on
- Improving UX/UI for Hanssem mall and B2B products

[Achievements]
- Improved Interior section main page for Hanssem Mall application.
  - Improved Click rate for each components (1.5% → 3.9%)
  - Improved Churn rate (85.4% 65.5%)
- Created Design guide for B2B mobile application.

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

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Education

Seoul National University of Science and Technology
Bachlor of Design
major in Industrial design
2013

Google UX Design Specialization
Completed UX Design Professional seven courses
2022

The Joeun Computer and Art Institute
Completed jQuery Course
2017

The Joeun 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)