

# Chaeyeon Jin

Irvine, CA • [chaeyeon.jin.work@gmail.com](mailto:chaeyeon.jin.work@gmail.com) • (949)572-7559 • [chaeyeonjin.com](http://chaeyeonjin.com) • [linkedin.com/in/chaeyeon-jin/](https://linkedin.com/in/chaeyeon-jin/)

## Objective

UX/UI designer focused on research-driven thinking, visual clarity, and coded prototyping to turn ideas into real experiences.

## Projects

<b>SiMO: Mockup Image Generator</b>   <a href="#">Link</a>   UX/UI Designer, Front-end developer	09/2025 – 12/2025
<ul style="list-style-type: none"><li>Designed an AI-powered commercial mockup image generation tool to reduce mockup editing time for portfolio and branding use, leading UX research, Figma UI design, and front-end prototyping with React and Tailwind CSS.</li><li>Validated usability with 50+ designers (93% task success), reducing mockup creation time to 25% of the original workflow, and launched a paid product with PayPal integration in collaboration with a back-end developer via GitHub.</li></ul>	
<b>Gilbeot: Bus Accessibility Service Design for Visually Impaired Users</b>   <a href="#">Link</a>   UX researcher	04/2025 – 11/2025
<ul style="list-style-type: none"><li>Led UX research on bus accessibility for visually impaired users, proposing an integrated service connecting bus stops, assistive devices, and a mobile app, and published a first-author thesis <i>“Integrated Bus Assistance Service Design for People with Visual Impairments”</i> (2025) at the Undergraduate Design research Conference (Korean Society of Design Science).</li><li>Conducted shadowing-based field research and coding-scheme analysis, translating insights into UI design, prioritizing voiceover support, high contrast, large typography, and text-first interfaces to improve usability for visually impaired users.</li></ul>	
<b>BiasTrade: K-pop Photocard Marketplace for U.S. Fans</b>   <a href="#">Link</a>   UX/UI designer, Front-end developer	08/2025 – 10/2025
<ul style="list-style-type: none"><li>Drove the end-to-end product experience for a K-pop photocard marketplace addressing search friction and fraud risks for U.S. K-pop fans, designing 50+ responsive mobile and desktop screens across core marketplace flows.</li><li>Served as PM, collaborating with a marketing and back-end developers to design verification and review systems that prioritize trust, building AI-assisted front-end prototypes and launching an MVP in 2 months through agile collaboration.</li></ul>	
<b>Where did All the Raccoons Go?: Interactive Web &amp; Motion Graphics Project</b>   <a href="#">Link</a>   Visual Designer	04/2023 – 08/2023
<ul style="list-style-type: none"><li>Designed an interactive web and motion graphics project for the SK Happy Green Design Exhibition at DDP, raising awareness of environmental destruction through CSS/JS-based interactions and motion graphics (After Effects).</li><li>Exhibited as a multimedia installation at DDP, engaging 5,000+ visitors over the exhibition period.</li></ul>	

## Experience

<b>Freelance Visual Designer</b>   Dublin, Ireland	05/2024 – 01/2025
<ul style="list-style-type: none"><li>Designed the logo, T-shirts, and sticker merchandise for a local rock band, resulting in 200+ total product sales.</li><li>Created a 30-page menu for an F&amp;B client using InDesign, managing the process from layout design to printing production.</li><li>Developed the branding and logo system for a 25-year-old psychological counseling center, modernizing its visual identity.</li></ul>	
<b>1<sup>st</sup> Place, Likelion Ideathon</b>   Seoul, Korea	05/2025
<ul style="list-style-type: none"><li>Designed a mobile app for alcohol enthusiasts to search, archive, and track drinks and cocktail menus.</li><li>Proposed AI-powered extensions including personalized drink recommendations and image-based cocktail search.</li></ul>	
<b>Excellence Award, Yangpyeong Signage Design Competition</b>   <a href="#">Link</a>   Yangpyeong, Korea	09/2024 – 11/2024
<ul style="list-style-type: none"><li>Redesigned signage for a traditional Korean restaurant (<i>Deulkot Hanjeongsik</i>), creating a modernized brand identity.</li></ul>	
<b>Kookmin University Formative Design Exhibition</b>   Seoul, Korea	11/2022
<ul style="list-style-type: none"><li>Participated with a conceptual branding project, designing posters for a service honoring the beliefs of the deceased.</li></ul>	

## Education

<b>Kookmin University</b>   Seoul, Korea	
B.A., Visual Communication Design (GPA: 4.26/4.5)	03/2022 – 02/2027
Minor: Industrial Design	
Scholarship: Full 4-year scholarship for academic excellence (03/2022 – present)	
Publication: <i>“Integrated Bus Assistance Service Design for People with Visual Impairments”</i> (2025)	

## Skills & Interests

**Design tools:** Figma, Framer, Adobe Illustrator, Photoshop, After Effects, InDesign, Premiere Pro, Cinema 4D

**Programming:** HTML, CSS, JavaScript, Tailwind CSS, React, Next.js, Supabase, Vercel, Email.js

**UX Research:** Shadowing, Affinity mapping, Qualitative coding, User flows, IA, Wireframing, Service blueprint

**AI-assisted Tools:** Cursor, Replit, NanoBanana API, Midjourney, Stable Diffusion

**Productivity Tools:** GitHub, Notion, Jira, Slack, Discord, Google Workspace, Trello

**Interests:** Film Photography, Scuba Diving, Swimming, Traveling, Latte Art

**Languages:** Korean (Native), English (C1, Professional working proficiency)