



Yoonbin (Alicia) Kim
Product Design
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EDUCATION

CARNEGIE MELLON UNIVERSITY

Pittsburgh, PA May 2026

Bachelor of Fine Arts

Conc. in Electronic & Time-Based Media
Add'l Major: Human-Computer Interaction
Minor: Business Administration

SKILLS

Core skills

Strategic Planning
Creative Thinking
User Research
Wireframing & Prototyping
Prompt Engineering
Visual Design
Information Architecture
Interaction Design
Usability Testing
Storyboarding
Typography
Design Systems

Software

Google AI Studio
Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
Adobe InDesign
Figma
Miro
Unity
Auto CAD
Sketch Up
Microsoft Office

Language - Computer

HTML/CSS
Javascript
Python

Language - Spoken

English (Fluent)
Korean (Native)

PROFESSIONAL EXPERIENCE

INNOCEAN

Global Marketing Intern

Seoul, South Korea

Jun – Aug '24

Contributed to monthly reports, competitor and market analysis, and consumer insights for Genesis, a luxury automotive brand. Developed an experiential marketing campaign emphasizing sensory engagement to strengthen brand visibility and consumer connection.

Carnegie Mellon University

HCI Institute Research Assistant

Pittsburgh, PA

Nov '23 – Feb '24

Developed the storyboard and designed UI for Multimodal Data Analytics and Teacher Reflection Tool.

HAEAHN Architecture

Interior Design Intern

Seoul, South Korea

Jun – Aug '22

Developed a floor plan for the kid's zone in Hanhwa resort under the Interior Design team. Responsible for leading a project from research, planning using Auto CAD, and rendering perspective view of the virtual space using Sketchup and Enscape.

NOTABLE PROJECTS

Talk to Me, Goose!

UX Research, Prompt Engineering

Jan – May '26

Designed an AI-powered text-to-speech communication app for a client living with ALS to support real-time, expressive communication — now used by 500+ people globally, recognized with a 2026 Zero Project Award, and featured in national press.

Bumble IRL

UI/UX Design, Interaction Design

Jan – Mar '25

Redesigned Bumble's matching experience from proximity-based alerts to activity-based connections, introducing dual swiping across people and events to reduce first-date pressure and encourage more authentic interactions.

Lights, Camera, Play

UX Strategy, Service Design

Nov – Dec '24

Designed a co-creative in-store recording service for a guitar shop, reframing demo production as a customer experience. Developed a service blueprint, value flow map, and financial model projecting ~300% first-year ROI on a \$2,550 investment.

Uber Eats App Redesign

UX Strategy, UI/UX Design

Dec '23 – Feb '24

Led end-to-end UX redesign of the Uber Eats ordering experience, identifying key friction points across address verification, post-delivery communication, and category navigation to reduce errors and improve reliability.