

Yoonhee Hong

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Experience

JANUARY 2023 - FEBRUARY 2026

UX/UI Designer — Enya Labs (Boba Network)

- Led end-to-end UX/UI design of a crypto bridge platform as the sole designer, driving a 3x increase in token trading volume and 1.42M growth in total transactions.
- Simplified complex DeFi user flows through iterative design, reducing friction in multi-step crypto transactions and driving an 18% increase in daily transactions.
- Partnered cross-functionally with engineering to uphold design standards and ensure pixel-perfect implementation as the company's founding designer.

APRIL 2022 - DECEMBER 2022

UX Designer — Bored Co. Labs

- Defined the visual identity and information architecture for NFTee, a Web3 fashion platform for Bored Ape Yacht Club holders to customize their NFTs with branded virtual apparel created in tandem with a notable clothing brand.
- Conducted competitive and analogous research to identify UX patterns and conventions, translating findings into iterated high-fidelity mockups and design specifications.
- Collaborated cross-functionally with product managers, engineers, and stakeholders to align design decisions with technical feasibility and strategic objectives.

JANUARY 2020 - MAY 2020

Design Intern — History San Jose

- Conducted one-on-one stakeholder interviews to surface usability issues and shape design direction throughout a nonprofit rebranding effort.
- Collaborated with a student design team to concept and iterate on brand directions honoring San José's cultural heritage and community identity.
- Defined the information architecture and assembled visual assets for a redesigned website mockup in Webflow, balancing aesthetic goals with usability.

Skills

Creative Problem Solving, UX Research, User testing, Wireframing, Prototyping, Figma, Illustrator, Photoshop, InDesign, Webflow, iOS Human Interface Design, Android Material Design

Education

San Jose State University — BFA Graphic Design

Coursera — Google UX Design Professional Certification