

# Yunjin Tak

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## EDUCATION

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**BFA in Design and Multimedia Studies**, Ewha Womans University, Seoul - South Korea **03/2020 – 02/2026**

- GPA: 4.31/4.5 (Dean's List, 6 semesters)
- Key modules: User Interface Design, Information Interaction Design, UX Graduate Announcement, UX Graduate Exhibition, User experience & human-centered design

## WORK EXPERIENCE

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**UX/UI Intern**, Big Wall Digital, Singapore - Singapore **07/2025 – 11/2025**

- Led a full-scale redesign of the company's website to strengthen brand identity and optimize the conversion funnel.
- Re-architected service and landing pages to enhance both SEO performance and user experience.
- Provided redesign consulting for client brands, delivering data-driven UX strategies in collaboration with the WordPress dev team.

**UX Designer**, Retriever Salon, Seoul - South Korea **07/2023 – 04/2024**

- Directed end-to-end UX for the launch of a dating platform, achieving 60K total users and 10K DAU within a year.
- Developed monetization-focused UX strategies and managed 20+ feature releases including onboarding, matching, and "Friend's Recommendation."
- Introduced a trust-driven matching flow that increased users by 28%, strengthening service credibility and growth potential.

**Brand Marketing Intern**, LG Household and Health Care, Seoul - South Korea **10/2022 – 01/2023**

- Blended physical BX for Bye od-td, attracting 1.6M visitors at Gangnam showcase.
- Managed content & visual strategy for Physiogel, Belman on Instagram, doubling follower growth.
- Supported digital marketing tasks including customer engagement and brand channel operations.

## PROJECTS

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**LG Electronics BS Lab Join Project** **06/2024 – 09/2024**

- Crafted an interactive whiteboard UX for enterprise offices, merging furniture and screen interface into one seamless spatial experience.
- Delivered high-fidelity concepts through stakeholder workshops.

**PIUS X Join Project** **07/2024 – 09/2024**

- Directed brand concept and UX strategy for an educational virtual pet service designed for children and caregivers.
- Led cross-disciplinary collaboration with product designers to craft seamless multi-device interactions.

**Naver Cue: User Test Join Project** **03/2024 – 04/2024**

- Defined the UX direction for generative AI search, grounding it in real user behavior and unmet needs.
- Conducted UT, IDI, FGI to surface insight, leading to actionable design flows.

**BMW Design Works Convergence Workshop** **09/2023 – 11/2023**

- Proposed "4 Seats, 4 Experiences," a contextual UX for Level 5 autonomous vehicles based on role-based journeys.
- Awarded Best Creative for scenario-driven interaction & system-level concept.

**LG Electronics UX Lab Join Project** **06/2023 – 08/2023**

- Designed smart home – elevator UX with multi-device continuity via Smart Things.
- Delivered high-fidelity flows optimized for hardware and spatial constraints.

**Hankook Tire Join Project** **05/2023 – 08/2023**

- Introduced premium car care UX, linking physical service and digital touchpoints.
- Added "snap photo" feature and unified branding across space and interface.

## ACTIVITIES

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**Royal College of Art (RCA) Design Workshop**, London, UK **07/2024 - 08/2024**

- Proposed UX improvement for emergency response for bariatric patients.
- Conducted field interviews with UK firefighters and collaborated with RCA product designers.
- Received the Best Presentation Award.

- XR Research Society "XREAL", Seoul National University** **03/2024 – 12/2024**
  - Developed XR UX guideline to reduce contamination in surgical environments.
  - Conducted 13 user interviews and usability testing with residents and medical students.
- SOPT IT Venture Startup Club 31<sup>st</sup> – UX Designer** **03/2024 – 12/2024**
  - Collaborated with 14 developers and planners to design a weather service app for non-technical users.
  - Drove UX/UI design for concept, prototyping, and 3-month implementation sprint.
- NAVER Whale Supporters 1<sup>st</sup> – UX Designer** **08/2022 – 11/2022**
  - Designed UX strategy for Whale Browser extensions to enhance accessibility and engagement.
  - Improved content UX and interaction flows based on user feedback.
- Ewha Womans University "MAYDAY" Exhibition** **03/2022 – 05/2022**
  - Presented interactive design installation visualizing multilingual translation experiences.

## LEADERSHIP

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- Design Department Vice President, KDM+ (Korea Design Membership Plus)** **05/2023 – 12/2024**
  - Coordinated joint projects with KIDP (Korea Institute of Design Promotion)
  - Organized design exhibitions, recruitment campaigns, and social media content strategy.
- Design Team Lead, Student Council, Ewha Womans University** **03/2020 – 12/2022**
  - Headed a 5-member team for school-wide events and branding design.
  - Directed visual design for student festivals and senior exhibitions.

## AWARDS

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- Red Dot Award Winner, Let them cry, Singapore** **05/2024**
- IF Design Award Shortlist, Let them cry, Hanover – Germany** **04/2024**
- UX Design Award Winner, Adease, Berlin - Germany** **07/2024**
- IBDA Idea Award, Alittle, Busan - South Korea** **06/2023**

## PUBLICATIONS

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Wi, J., Lim, S., Tak, Y., Jeong, H., & Kim, W. (2024). Proposal for a baby crying sound analysis product and application service. Proceedings of the Korean Society of Design Science Conference.

## SKILLS

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**Design & Research Methods:** Usability Testing (Moderated & Unmoderated), Co-design, User Interviews, Affinity Mapping, Contextual Inquiry, Surveys, Journey Mapping, A/B Testing, Information Architecture, Workshop Facilitation, Heuristic Evaluation, Experimental Design, Data Visualization, Competitive Analysis, Storytelling, Stakeholder Management  
**Tools:** Figma, Adobe, Microsoft Office

## HOBBIES AND INTERESTS

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Visiting design museums, Observing everyday user habits, Design education volunteering, Casual small talk with foreigners