

Sejin Kim

+1(415)2156998 | sejin_kim@berkeley.edu | [LinkedIn](#) | sejinkim.me

UX Designer with 4+ years of experience in Vision AI, data labeling tools, and immersive technologies, passionate about collaborating with cross-functional teams to craft accessible, user-focused solutions.

WORK EXPERIENCE

Product Designer @Deeping Source (Privacy-preserving Vision AI Solution) JAN 2020 – JUL 2024

- Led Design of New Features for 3 Vision AI-powered products
 - **Nachos — Image and video data labeling tool for machine learning**
 - Led the design of 5 features that improved work efficiency by 25%, providing beginner users with easy access to feature guides and real-time feedback, while helping intermediate users work faster by conducting user research to identify and address workflow challenges.
 - Designed role-specific data labeling workflows for 3 user groups — labelers, reviewers, and managers — with a consistent visual design language to improve data accuracy by enabling collaboration and streamlining feedback processes and task handoffs.
 - Redesigned the landing page and sign-up process, leading to recruitment of 17,000 new users.
 - **Usertool — CCTV mapping tool for AI model analysis**
 - Redesigned CCTV mapping tool during the early development phase, transforming fragmented workflows into a guided, easy-to-use interface that reduced installation time by 50%.
 - Collaborated with frontend and backend developers, ML engineers, and QAs through a heuristic evaluation and 136 design feedback sessions to uncover pain points for Installation Technicians—such as tool overload and unclear starting points.
 - Led 40 sprints with frontend and backend developers and QAs using a milestone-driven approach, aligning each release phase with user journeys derived from interviews to ensure user-centered progress toward strategic goals.
 - **Plus Insight — AI-powered dashboard with in-depth analysis of customer behavior to optimize store layout and identify missed sales opportunities**
 - Developed a scalable design system with reusable visual components in Figma, creating 36 chart modules to ensure consistency and delivering 17 report pages, which accelerated design workflows and enabled efficient collaboration for effective data visualization.

Design Intern @Bibimble (Metaverse, AR, VR, Hologram Solution) JUN 2018 – NOV 2018

- Delivered 4 UI design projects for immersive technologies (AR, VR, Leap Motion, Hologram), collaborating with developers, 3D designers, and addressing major client needs (e.g., Mercedes Benz, Korean Land & Housing Corporation)

EDUCATION

University of California, Berkeley AUG 2024 - MAY 2026 (Expected)

Master of Information Management and Systems | **Focus area:** HCI, UX Design

- **Relevant Coursework:** Introduction to ux design, Product design studio

Hongik University MAR 2015 - FEB 2021

Bachelor of Fine Arts | **Major:** Digital Media Design

AWARDS

UC Berkeley Designathon 1st Place @University of California, Berkeley NOV 2024

CoDA Annual Exhibition Excellence Prize @Hongik University NOV 2017

A-DEW(Asia Design Workshop) 1st Place @Hongik University AUG 2016

SKILLS

Adobe Creative Cloud, Figma, Sketch, Zeplin, Abstract, Protopie, Framer, User Flow, Wireframing, UI Design, User-centered Design, UX Research, Design system, Usability Testing