

Seona Joung

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SEONA IS

Fluent in Korean
Always learning
An ambivert
A dancer
A global citizen

TOOLS

Illustrator
Photoshop
Adobe Premiere
Sketch
Invision
Figma
Tableau

APPLIED SKILLS

Systems Thinking
Physical Prototyping
Digital Prototyping
Sketching & Storyboarding
Design Research and Strategy
Usability Testing
Wireframing
User Experience Design

AWARDS

Student Runner Up of
Strategy & Research Award
in the Core77 Design Awards 2020

EDUCATION

School of Visual Arts
MFA Products of Design
2018-2020 | New York, NY

Copenhagen Institute of Interaction Design
Interaction Design Summer Program
Provocative Prototypes, Designing at City Scale, People Centered Research
Summer 2017 | Copenhagen, Denmark

College of William and Mary
BA in Health and Built Environment
2010-2014 | Williamsburg, VA

EXPERIENCE

GreenLabs | UX/UI Designer
July 2020 - Present | Seoul, Korea

- Craft wireframes, user flows, and prototypes of various fidelity levels to explore and communicate the experience of new services including wholesale shipment and agricultural commerce platform.
- Collaborate with product owners and managers to contribute to strategic decision making.
- Closely work with developers to understand product requirements and ensure the transition from ideation to design and development of responsive websites and in-app features.
- Interview various stakeholders including farmers and agricultural workers to identify their pain points and needs, as well as the business needs.
- Design marketing materials and landing pages for newly launching services to attract new users and promote the services.

Wix Playground | Design Resident
June 2019 - August 201 | New York City

- Partnered with One World Publishing to submit design for book landing page 'How to be an antiracist' by Ibram X. Kendi.
- Partnered with non-profit Organization Northern Manhattan Improvement Corporation to redesign their website. Led art direction, project management and website development. From research to conceiving, branding and template development, re-designed their previously content heavy website into a more user-friendly, accessible and welcoming platform for community members.

Lewin Group | Data Visualization Designer
Feb 2016 - May 2018 | Washington D.C

- Built interactive visualizations to enhance data insights for various healthcare policy stakeholders using Tableau software.
- Communicated with clients and colleagues to prioritize which information to visualize. Tested the interactivity of the dashboard to improve viewers' user experience.