

Designer

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Profile

I am a flexible and marketable designer and artist with a strong work ethic who is always excited to design fun, easy to understand with beautiful visuals. I always do my best on any project. It is important fulfill the users' highest expectations. Users always come first. My technical knowledge and experience will be a wonderful addition to your team!

Education



- **Academy of Art University** | San Francisco, USA
Master of Fine Arts (MFA)
Game Development (UI/UX Visual Design) | 9. 2012 – 5. 2015 | (GPA 3.64 / 4.0)



- **Georgia Institute of Technology** | Atlanta, GA, USA
Language Institute (English) | 3. 2012 – 8. 2012



- **Hongik University Graduate School of Film and Digital Media** | Seoul, South Korea
Master of Fine Arts (MFA)
Game Contents (UI/UX Visual Design) | 3. 2007 – 8. 2009 | (GPA 4.29 / 4.5)
[Thesis Book] The Analysis of Game Rules and Play Structure of One-Button Mobile Games: Focused on the Concepts of Game Rules Suggested by Katie Salen and Eric Zimmerman (2009)



- **Seoul National University of Science and Technology** | Seoul, South Korea
Bachelor of Design (BD)
Visual Design | 3. 2001 - 2. 2003 | (GPA 3.73 / 4.0)

Skills

- **2D**
Photoshop, Illustrator, Dreamweaver, After Effects, XD, Sketch
- **3D**
Maya, ZBrush, Unity, Marmoset
- **Others**
HTML & CSS3, JavaScript, Sublime Text, Balsamiq, ProtoPie, Flinto, Zeplin, Lottie, MS Office, Keynote

- Languages**
- **Korean** (Native Language)
 - **English** (Second Language)
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- License**
- **Certificate of Excellence: Photoshop** | 2002
Issuer: Adobe
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Experience



Senior User Experience Designer | 4. 2019 – Present
Zynga | San Francisco, CA

- Responsible for user experience design with visual design sensibilities and creating human-centered design solutions that feature appealing visuals, ease of use
- Design such as conceptual design/development (the big idea), graphic and interface design, interaction flows, prototypes, and more
- Working closely and reciprocally with the entire design team to establish and maintain visual integrity, interaction methods, brand standards, and consistency



Senior UI Designer (Artist) | Production Artist | 4. 2017 – 4. 2019
PLAYSTUDIOS | Burlingame, CA

- UI/UX design for NBC Universal games
- UI design for MVM games
- UI & Visual design for KONAMI games
- Responsible for designing game features
- Created assets for marketing design
- Worked collaboratively with multiple designers, engineers and managers



Senior Visual UI/UX Designer | 2. 2016 – 4. 2017
Vision USA, Inc. | [HQ] San Francisco, CA

- Attracted R&D, Design and high value-added service projects
- Designed products for events, including banners, Olympic Taekwondo uniforms (Olympic Games Rio 2016), and posters for the World Championship
- Communicated with team about upcoming events and plan required assets
- Documented all designs and applied to Korea's Government for hosting the World Championship
- Created assets used in the online market for all different seasons
- Re-branded company identity with new logo and emblem



Visual Designer | 9. 2015 – 2. 2016
Sony Network Entertainment International (SNEI) | San Francisco, CA

- Responsible for designing community features shown on the PlayStation Plus dashboard
- Worked collaboratively with multiple designers, engineers and managers and on PlayStation Plus and Web Social features for both console and the web
- Pitched new design ideas with specifications to a group of teammates internationally
- Created visual specs and high-fidelity mock-ups for user test
- Analyzed UI design and present analysis to headquarters in Japan



Marketing Designer (Artist) | 10. 2015 – 1. 2016

IMVU | San Francisco, CA

- Designed dynamic eye-catching display banner ads for both mobile and web using Adobe Creative Suite
- Improved the app's popularity and sales revenue
- Iterated on assets for the client with a focus on a quick turnaround time and client satisfaction



Pixel Artist | 9. 2015 – 9. 2015

Enemy Spawn | San Francisco, CA

- Advised client about more effective use of UI and art
- Developed assets for the project using Adobe Creative Suite (UI, Objects, Backgrounds, Title Screens)



Art Director | UI Artist | 6. 2010 – 3. 2012

NEXON (Quad Dimensions) | Seoul, South Korea

- Oversaw multiple departments developing different games in parallel
- Collaborated with other companies internationally, including USA, China, Taiwan, and Japan to launch our games
- Designed both mobile and desktop web site for company to explore user experiences
- Applied UI/UX process in every project, including defining problems, brainstorming, sketches, user journey, low and high-fidelity mock-ups
- Developed web assets including banners and in-feed display ads to drive client performance across Game Console, PC, Facebook and other native ad platforms

[Launched Games]

- "Hold'em", "Omaha", "7Stud", "Black Jack" (Online Poker Games) | 2011
- "3 Jijoo", "4 Jijoo", "Seungkub" (Chinese Traditional Online Card Games) | 2010
- "Mahjong", "Daero2", "Jeobyoung", "Seodaeji" (Taiwan Traditional Online Card Games) | 2011



NEOWIZ

UI Artist | Graphic Designer | 9. 2007 – 9. 2009

Neowiz Mobile (Zio Interactive) | Seoul, South Korea

- Designed for marketing collateral including game concept, user interface design (Title, Lobby, Main Game, Help and Popup Screen), along with posters, web promotion pages and other materials
- Collaborated with product manager, engineers, and designers to create an experience that helped the users easily browse and play multiple games

[Launched Games]

- "Hair shop 3" (Mobile Tycoon Game) | 2007
- "Now" (Mobile MMORPG) | 2007



GAMEVIL

UI Artist | Visual Designer | 4. 2002 – 3. 2007

GAMEVIL | Seoul, South Korea

- Collaborated with product manager, engineers, and designers to create an experience that helped the users easily browse and play multiple games
- Planned and conceptualized game concepts

- Created all art assets used in the mobile game
- Took over failed projects that did not meet the standards of the company, and improved the projects so that they could be released
- Focused on making games for the market that would appeal to a large market of users

[Launched Games]

- "Please take it off" (Mobile Puzzle Game) | 2002
- "Yain Age" (Mobile Action Game) | 2002
- "Violence Combat" (Mobile Shooting Game) | 2003
- "Dog and Cat's Meeting" (Mobile Chatting Game) | 2003
- "Collage Greeting" (Mobile Arcade Game) | 2003
- "Four GoStop" (Mobile Korean Traditional Card Game) | 2003
- "Speed Poker" (Mobile Poker Game) | 2003
- "Nom" (Mobile One-Button Game) | 2003
- "Mission GoStop" (Mobile Korean Traditional Card Game) | 2004
- "Mini Gochi" (Mobile Training Game) | 2005
- "Nom 2" (Mobile One-Button Game) | 2005
- "Look & Look Adventure" (Online Casual Game) | 2005
- "Mini-Lovey" (Mobile Training Game) | 2007

Awards

- **Spring Show 2015 | 2nd Place - UI Design** | 2015
Issuer: Academy of Art University | Title: "Teddy Ranger" (Game UI Art)
- **1st The Public Cultural Content Cultural Product Design Contest | 1st Place** | 2009
Issuer: KOCCA (Korea Creative Content Agency) | Title: "I Love Korean Street"
- **2nd Adobe Digital Design Contest | 3rd Place** | 2002
Issuer: Adobe | Title: "Dream2" (Graphic Design)
- **World Illustration Cyber Net Contest | Winning Award** | 2002
Issuer: SOKI | Title: "Dream" (Illustration)
- **6th Clean World Design Contest | Accepted Prize** | 2002
Issuer: Clean Nara | Title: "Interactive" (Tissue Package Design)
- **8th Korea Interior Design Contest | Accepted Prize** | 1996
Issuer: KOSID (Korean Society of Interior Architects/Designers) | Title: "Open Space"