

CONTACT

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EDUCATION

2023 – 2025

Touro University, NY

M.S. — UX/UI & Interaction Design

2017 – 2020

Fashion Institute of Technology, NY

B.F.A. — Accessories Design

SKILLS

UX/UI Design

User Research, Heuristic Evaluation, Information Architecture, User Flows, Wireframing, Interaction Design, Responsive UI, Prototyping, Usability Testing

Design Systems

Design Tokens, Component Libraries, UI Patterns, Visual QA

Visual Design

Brand Identity, Typography, Layout Design, Campaign Design, Print Production

Tools

Figma, Adobe Photoshop, Illustrator, InDesign

Siyeon (Mary) Kim

UX/UI & VISUAL DESIGNER

PROFILE

UX/UI and visual designer with a professional background in e-commerce, retail, and brand design. Built end-to-end product design skills through graduate, academic, and independent projects spanning user research, information architecture, responsive UI, design systems, prototyping, and usability testing. Combines evidence-based problem solving with strong visual craft to create clear and intuitive digital experiences.

SELECTED UX/UI PROJECTS

Tallo · UI Lead

Academic team project · 8 designers · 2024

- Led visual direction and the design system, creating 60+ design tokens and 12 component families used across 40+ mobile screens.
- Owned brand identity, core UI patterns, design reviews, prototyping, and visual QA; collaborated on interviews, synthesis, usability testing, and iteration.

Cureon · Solo Product Designer

Graduate thesis · 2025

- Designed an end-to-end iOS concept that makes dental insurance coverage, costs, and terminology easier to understand.
- Conducted survey and interview research, defined information architecture and user flows, and built the UI system and interactive prototype; usability findings informed two major design iterations.

Charlotte Tilbury · UX/UI Designer

Academic team project · Responsive e-commerce redesign · 2023

- Conducted UX research and helped define the information architecture and user flow for a responsive e-commerce redesign completed by a five-person team.
- Designed the product-listing and filtering experience across desktop and mobile to support clearer product discovery and responsive navigation.

EXPERIENCE

Graphic Designer

HY Marketplace | Jul 2025 – Present

- Design digital and print campaign assets across e-commerce, social media, in-store promotions, and out-of-home advertising.
- Manage projects from creative concept through final production, keeping brand consistency across every customer touchpoint.
- Build reusable visual systems and production templates that speed up seasonal and retail campaign delivery.

Graphic Designer

HY Marketplace | Jan 2021 – Jul 2021

- Produced seasonal campaign and brand assets across digital and print channels before returning to the team in 2025 with expanded responsibilities.

Freelance Graphic Designer

Self-employed | 2019 – Present

- Create branding, campaign, print, and digital marketing materials for independent clients.
- Manage client communication, concept development, revisions, and final delivery using Adobe Creative Suite.

Footwear Design Intern

Proenza Schouler | Jan – May 2020

- Supported trend research and seasonal accessory design development.