

PARK KEUN YOUNG

Product Designer

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Experience

UI Designer

06.2022 - 08.2024

[Netrue Consulting Group \(Seconded to Hana Bank\)](#)

Embedded within Hana Bank's UX/UI team, I contributed to the UI renewal of the Hana 1Q app and website, refining key components to improve readability and interaction consistency. I primarily led event-related visuals while enhancing clarity within user flows.

Web Designer

11.2020 - 01.2022

[Connecti](#)

Worked as a designer at a venture capital company, creating early-stage BI/CI designs, IR decks, business plans, advertising content, websites, and app UX/UI designs for its various affiliated companies as part of the design team.

UXUI Designer

08.2019 - 12.2019

[Supergate](#)

At a startup, I was responsible for the UX/UI design of a cashback and hot-deal shopping app, collaborating closely with PMs, planners, and developers. Using Adobe tools such as Photoshop, Illustrator, and XD, I designed the app interface, conducted testing, and supported the launch.

Web Designer

03.2019 - 08.2019

[Ra production](#)

Created design assets for advertising, digital marketing, and promotional materials using Photoshop, Illustrator, and Premiere, enhancing brand communication across multiple channels.

Design Projects

Kidney Mate App

07.2025 - 10.2025

[Health care App MVP](#)

Developed the MVP for Kidney Mate, a health management app for patients with kidney disease and diabetes, in collaboration with the design team. Applied UX methodologies such as user research, interviews, and usability testing to design a patient-centered dashboard and core user experience based on real user needs.

PayPal App

06.2025 - 07.2025

[Fintech App Redesign](#)

Together with the design team, I led an end-to-end redesign of the PayPal global app to strategically build user trust through AI chatbot-driven navigation innovation and a transparent remittance system.

SoFi Responsive Website

04.2025 - 05.2025

[Bank Responsive Web Redesign](#)

Redesigned the responsive landing page of SoFi, a U.S. mobile banking service, from the hero section to the footer. Applied the ADIA (Attention, Interest, Desire, Action) framework to enhance user engagement and create a more compelling homepage experience.

Education

Blossom UX School

500+ hours UX Bootcamp

04.2025 - 10.2025

[London, UK](#)

Product Design, UX/UI Design, User Research, Wireframe, Prototyping, Product Strategy, Information Architecture, Product Structure

Kyunghee university

Degree Bachelor of art

03.2010 - 02.2014

[Seoul, Korea](#)

Drawing, Oil on painting, Ink pen on paper, Installation art, Media art, Exhibition

Skills

Figma, Figjam

XD, Sketch

Zeplin

Data Visualization

UX Research

Usability Test

Design Thinking

Slack, Notion

Photoshop, Illustrator

HTML+CSS, Java script

Mid Journey, AI video editing

Webflow, Wix, Procreate

Language

Korean

English

Design Projects

Hana Bank

06.2022 – 08.2024

Bank 1Q App · Mobile · Web

As part of Hana Bank's UX/UI Operation Team, I was responsible for designing and updating visual assets across multiple digital products — including the main 1Q app, internet banking, Hi-Chatbot, iBuja, and Hana Money. In line with the company's design guidelines, I refreshed product visuals and created event pages in response to evolving planning concepts.

Travut

06.2022 – 07.2022

Travel App Redesign

Redesigned Travut, a travel companion app connecting travelers with local guides, improving the profile page and filtering experience by region, language, and price for a more intuitive user experience.

Mixq

03.2022 – 05.2022

Music App MVP

Developed an end-to-end MVP for a DJ music streaming and community app addressing the lack of platforms that reflect the preferences and emotional needs of users who enjoy EDM alone. Designed the product concept and UX to foster connection and engagement within the growing EDM market.

Finnq

01.2022 – 03.2022

Fintech App Redesign

Redesigned the Finnq app, a personal finance platform for users from beginners to experts. Applied user research, prototyping, and usability testing to improve goal-setting and spending insights, enhancing user motivation for financial growth.

Test-nation

07.2021 – 09.2021

Education Responsive web Redesign

Redesigned the website for Test-Nation, a U.S. study abroad consulting academy, optimizing five program pages with clear CTAs and data-driven visuals to improve readability and increase inquiries.

Colosseum

04.2020 – 06.2020

Game Community App Freelancer work

Led the app design for Colosseum, a PC game community platform, collaborating with the planner to analyze the IA and design new mobile pages that improved the overall user experience.

Tesla

04.2020 – 05.2020

Tesla mobile Web Redesign

Redesigned the mobile view of Tesla's responsive Korean website, enhancing the car exploration and ordering pages with a dynamic 360° vehicle model. Conducted A/B testing, which demonstrated increased user engagement through interactive design.

Impac

01.2020 – 04.2020

Travel Responsive web Freelancer work

Redesigned the responsive website for global travel agency IMPAC, aligning with its international expansion strategy. Designed key user flows including login, country-specific content pages, accommodation booking, and the My Page dashboard to enhance the overall user experience.