Boa Yoon

Product Designer with a strong foundation in user research, usability testing, and interaction design. Experienced in designing SaaS and consumer-facing products through structured UX processes, from problem definition to iterative prototyping. Brings a global perspective from extensive localization experience, enabling clear, accessible product experiences across cultures.

📞 +82-10-6567-8824

✉️ boah1031@gmail.com

🌐 www.boayoon.com

in LinkedIn

📍 Seoul (Open to relocation)

PROJECTS

2/2025 - 4/2025

Lumaid App Case Study (Mental Health)   Individual Project

- Structured the desktop app's information architecture and design system based on user research and analysis, and designed prototypes.
- Created an onboarding experience to clearly introduce the product's purpose, interaction model, and emotional support framework
- Designed core UI patterns and iterated the prototype based on usability feedback to ensure clarity, trust, and consistent information structure

12/2024 - 2/2025

Slack Desktop App Redesign (SaaS)   Team Project

- Defined key onboarding and communication breakdown issues through user interviews (n=5) and usability testing (n=7) with real Slack users
- Synthesized insights using affinity mapping, thematic analysis, and SUS evaluation to redesign information structure and interaction flows
- Designed and iterated desktop prototypes to improve early comprehension, message visibility, and user adaptation during initial onboarding

10/2024 - 12/2024

Zootopia Responsive Web Redesign (Movie Website)   Individual Project

- Redesigned a responsive web experience to improve content accessibility and readability across devices
- Improved visual hierarchy and layout consistency to enhance information delivery and browsing efficiency
- Defined interaction flows and page structure aligned with user navigation goals

EXPERIENCE

1/2019 - 5/2025

Freelance UX Localization & Translation   English & Spanish > Korean

- Localized and reviewed digital product content for global platforms, ensuring clarity, consistency, and usability
- Conducted linguistic QA and terminology validation, collaborating with cross-functional and remote teams
- Developed strong sensitivity to UX writing, information clarity, and user comprehension across cultures

EDUCATION

10/2024 - 4/2025

Blossom UX School   Institution

- UX Research & User Interviews
- Usability Testing & SUS Evaluation
- Interaction Design & Prototyping
- Design Critique & Iterative Design Process

3/2012 - 8/2016

B.A. in Spanish and English

Dankook University (Double Major)

SKILLS

UX & Product

- UX Research
- User Interviews
- Usability Testing (SUS)
- Information Architecture
- Interaction Design
- Design Systems

Tools

- Figma
- FigJam
- Webflow
- Procreate
- Premiere Pro