

CONTACT

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WORK AUTHORIZATION

Authorized to work in the U.S.
through 07/15/2028 — F-1
STEM OPT.

EDUCATION

2023 - 2025

Touro University, NY

M.S. — UX/UI & Interaction
Design (STEM)

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, Campaign & Print

Development

HTML, CSS, JavaScript,
Responsive Front-End

Tools

Figma, Photoshop, Illustrator,
InDesign

Siyeon (Mary) Kim

UX/UI & VISUAL DESIGNER

PROFILE

UX/UI Designer with professional graphic-design experience in e-commerce, branding, and retail. Through graduate study and independent projects, I have developed hands-on experience in user research, interaction design, prototyping, and usability testing. I combine user-centered thinking with strong visual craft to create clear, carefully built digital products.

SELECTED UX/UI PROJECTS

Tallo UI LEAD

2025

Academic team project · Language-learning app · 8 designers

- Led visual direction and the design system — 60+ design tokens and 12 component families across 40+ mobile screens, shipped as contrast-checked system variables to keep 8 designers consistent.
- Owned brand identity, core UI patterns, design reviews, prototyping, and visual QA; collaborated on user interviews (n=12), synthesis, and usability testing (n=6).

Cureon SOLO PRODUCT DESIGNER

2025

Graduate thesis · AI dental-insurance concept (iOS)

- Designed an end-to-end concept that turns dental-insurance coverage, costs, and terminology into plain language and upfront estimates.
- Ran survey (n=7) and interview (n=8) research, defined IA and user flows, and built the UI system and interactive prototype; usability testing drove two major design iterations.

Charlotte Tilbury UX/UI DESIGNER

2023

Academic team project · Responsive e-commerce redesign · 5 designers

- Audited the site against Nielsen's 10 heuristics, surfacing 3 critical issues that set the redesign priorities; helped define IA and user flow for the team.
- Redesigned the product-listing and filtering experience across desktop and mobile — tested at mid-fidelity (n=6) — for clearer discovery and navigation.

EXPERIENCE

Graphic Designer — HY Marketplace

Jul 2025 - Present

- Design digital and print campaign assets across e-commerce, social, in-store, and out-of-home.
- Run projects from concept to 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 before returning in 2025 with expanded responsibilities.

Freelance Graphic Designer — Self-employed

2019 - Present

- Create branding, campaign, print, and digital materials for independent clients, managing communication, concept, revisions, and final delivery.

Footwear Design Intern — Proenza Schouler

Jan - May 2020

- Supported trend research and seasonal accessory design development.