

# Hyesoo Kim

Eligible for full-time work in Ireland

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<http://hyesoo.design>

## SKILLS

### PRODUCT & UX

UX/UI Design UX Research  
Design Systems Prototyping  
Interaction Design

### VISUAL & BRAND

Graphic Design Branding  
E-commerce Design  
Motion Graphics

### AI & AUTOMATION

AI-assisted Design Claude  
Prompt Engineering Midjourney  
Python Automation ChatGPT

### TOOLS

Figma Framer Photoshop  
Illustrator After Effects  
InDesign

## ACHIEVEMENTS

Finalist 2024

Alibaba Global E-Commerce Challenge

Full Scholarship 2022

Global Internship London,  
Seoul Art University

Excellence Award 2021

Korea Communication Design  
International Competition

## LANGUAGES

Korean Native  
English Advanced  
German Basic

PROFESSIONAL SUMMARY **6 years** **180K**

Designer with 6 years across Asia and Europe, with a base in visual and e-commerce design now extended into product and UX. I pair clarity-first design systems with AI-assisted and Python-automated workflows to ship faster.

## WORK EXPERIENCE

### Visual / E-commerce Designer

SOV2R for MUSINSA, 29CM · Seoul, South Korea (Remote) | Aug 2025 - Present

- Built a Python and Photoshop automation: pipeline that replaced a daily manual banner-production task, cutting it from hours to minutes and removing repetitive human error.
- Designed promotional banners and visuals across MUSINSA's app and web for Korea's largest fashion platform, and previously produced live-commerce key visuals and on-air price banners on tight broadcast turnarounds.

### Freelance UX/UI Designer & Visual Designer

South Korea · China · Germany · Ireland · UAE | 2019 - Present

- Delivered UX audit and Figma designs for web pages across a Middle East market redesign.
- Created brand identities and product detail pages for e-commerce marketplaces, including an online food marketplace and a kids' luxury fashion marketplace.
- Localised product UX at PicCopilot (China) for Korean users, increasing daily active users.
- Designed culturally inclusive visual campaigns for diverse Asian communities in Dublin.

### Graphic Designer

CCCG and 01 Founders · London, UK | Aug - Dec 2022

- Created social content that scaled views from under 1K to over 180K.

### Design Teacher

Art and Heart · Seoul, South Korea | Feb 2021 - Jul 2022

- Taught design to students aged 3 to 12, cutting class drop-out rates by over 90% through structured, feedback-driven lessons.

## EDUCATION

### UX/UI Design

University of Europe for Applied Sciences, Germany | 2023 - 2024

### Visual Communication Design

Seoul Art University, South Korea | 2019 - 2023