

Taeyeon Blair Kwon

Product Designer

As a designer, I am a problem solver who thinks outside the box. With my broad experience product design and academic knowledge, I am proficient in research & prototyping through my work with Liveo. I have trained in UX, product system, typography, all aimed at enhancing aesthetic and usability through experience.

Experience

Liveo - Seoul, Korea

Product Designer / Branding

Jan 2022 - Present

- Redesigned the company website for the Korean market, identifying an additional target audience that boosted sales by over 50% and aligned with both the Liveo US and Korean brand aesthetics
- Conducted comprehensive research, including competitor analysis and A/B testing, to collect insights on user trends and presented a detailed market analysis to inform design decisions
- Collaborated closely with internal developers, ensuring design specifications were met and strategized market penetration through a refined UX/UI design process

Suel - Seoul, Korea

Product Designer

Jan 2022 - July 2024

- Designed the website for the jewelry campaign collections in 2022 and 2023, driving a more than 20% increase in search inflows
- Directed photoshoots and online advertisement campaigns to ensure brand consistency and enhance the visual appeal of marketing materials
- Launched and managed social media campaigns, creating a cohesive aesthetic across platforms

Flex Square - Seoul, Korea

UXUI / Branding Intern

July 2021 - Oct 2021

- Led the end-to-end redesign of the website, encompassing branding and user experience, and collaborated with engineers for handoff
- Initiated and conducted user research and audits as a junior designer at a startup to understand user needs and inform design strategies
- Developed multiple design variations for the homepage, detailed pages, and personas to deliver high-quality designs under tight deadlines
- Worked with the external agency '1-5 Design Lab' to develop high-fidelity prototypes, improving resource management

ARC Workplace - Seoul, Korea

UXUI Intern

Mar 2021 - July 2021

- Successfully shifted the future brand identity towards a younger and trendier direction through the branding initiative meeting
- Offering intuitive, at-a-glance access to ARC's extensive portfolio of projects on website and increase 30% in search flows

IMZU - Seoul, Korea

UXUI / Branding Intern

Mar 2021 - July 2021

- Prioritizing the rectification of its previous shortcomings characterized by poor user-friendliness and unnecessary complexity of website
- Planned and conducted an Instagram broadcast and attracted more viewers than usual

Moncler - Seoul, Korea

Branding / VMD Intern

May 2019 - July 2019

- Helped create a window display for Moncler

Details

Website

www.blairtaeyeonkwon.com

Phone

(917) 801-9306

Email

taeyeonblair@gmail.com

Education

School of Visual Arts

BFA Graphic Design
2018 - 2024

Skills

Software

Figma, Origami, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe Premiere Pro, Adobe Indesign

UX

User Research, User Interviews, Wireframe, Prototyping, Competitive Analysis, Persona, User Test, A/B Testing, IA, Journey Mapping

UI

Product System, Branding, Web Design, Hi-fi Mockups, Style Guide, Mobile Design, Responsive Design