Robin Keum

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Experience

UX/UI Designer - Ristich LLC, Los Angeles, CA   July 2024 - Present

Ristich LLC is a product design and engineering firm, focusing on brand launching and consulting for entrepreneurs

- Managed the end-to-end design process as the sole UX/UI designer for two key applications—Aroma Retail and Juice—encompassing user research, wireframes, and high-fidelity mockups ready for development
- Designed and delivered 13 development-ready high-fidelity mockups for the Aroma Retail app, incorporating a new shopping feature to boost user engagement and enhance the overall app experience from concept to production
- Utilized Jira to create and implement a detailed handoff flow, ensuring clear communication, seamless transitions, and reducing errors during implementation between design and engineering teams through effective feedback loops.
- Partnered with clients from concept pitch to brand launch to translate their vision into intuitive and visually compelling design solutions, collaborating with a multi-disciplinary team of engineers, industrial designers, and marketing team

UX/UI Designer - WASD3R, Los Angeles, CA   August 2023 - January 2024

WASD3R is a blockchain startup that created Nectar, a decentralized crypto exchange platform

- Independently designed the brand identity, design system, logo, and User Interface from the ground up for three products
- Developed seven production-level high-fidelity design wireframes and drove the product to completion with the CTO and a team of three engineers, expediting the launch of Nectar Crypto Exchange Desktop and Mobile, and shipping the product within two months
- Spearheaded the production of marketing material, including 20 posters and social media templates, featuring a strategic mix of typography and hand-drawn illustrations, enabling the company's first social media marketing campaign
- Articulated a new format of meetings, reducing meeting hours by 20% and improving communication through offline design documentation

Koenig and Bauer Sponsor Studio - Berlin, Germany   May 2023 - August 2023

Koenig and Bauer Sponsor Studio is a 3-month academic opportunity created by ArtCenter

- Invited to design a banknote specimen to be introduced in Equinox 2024 Lausanne, showcasing security printing technologies of Koenig and Bauer
- Proposed digital and physical prototypes for banknote design which were recognized as the best concept in the second pitch presentation by three stakeholders
- Consolidated 7 weeks of market research insight into understanding user needs into the banknote visual concept and app
- Conducted User Research and Trend Analysis on the changing rate of use in digital and physical currency for different age groups, presenting to six stakeholders

Skills

Design: User Research, User Experience Design, User Interface Design, Information Architecture, Interaction Design, Storyboards, Prototyping, Low/High-Fidelity Wireframes, Usability Testing, User Interface Design, Layout Design, Typography, A/B Testing, Brand Identity Design, Heuristic Evaluation, User Flows ,Task Flows, Responsive Design, Design Thinking

Software: Figma, Adobe Creative Cloud (Adobe XD, Illustrator, Photoshop, After Effects, Premiere Pro, InDesign), Jira, Github, HTML/CSS, JavaScript, Unity, Python, Micropython, Keyshot, Solidworks, Protopie

Education

ArtCenter College of Design - Pasadena,CA   Graduated 2024

Bachelor of Science Interaction Design / Minor in Business

- Recipient of the ArtCenter Undergrad Scholarship and Honda Endowed Scholarship, Berlin Study Away Scholarship
- Provost List: Summer 2022, Fall 2022, Spring 2023, Summer 2023
- Leadership : ArtCenter Prototyping Club - Founding Member, ArtCenter Wearables Club - Co-Founder