

# Michelle Kang

## Product Designer

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## Education

### Global Business and Digital Arts | University of Waterloo

2020 - Present / Waterloo, Canada

- Graduating June 2024
- **Received the University of Waterloo President's Scholarship**
- Relevant Coursework: User Experience Design, User Experience Research, VR Design, Project Management, Marketing in the Digital World, Computer Programming 1 & 2

### School of Design | University of Leeds

2022 / Leeds, UK

- Exchange Program
- **Accepting few applicants based on portfolio and academic performance**
- Study abroad coursework in UX/UI Design, Arts Marketing, Music Business

## Experience

### UX and Marketing Specialist Intern | Hurotics

Jun - Aug, 2023 / Seoul, Korea

- **Comprehensive Branding and Marketing Strategy for Soft Exosuits for Walking Assist:**  
Orchestrated end-to-end branding, crafted a dynamic marketing strategy, achieved heightened brand awareness, increased engagement, substantial sales growth, and successfully secured government support at CES through project selection.
- **UX Design and Consumer Electronics Show (CES) Innovation Award Selection:**  
Played a hands-on role in ensuring a seamless user experience and making a significant contribution to the project's outstanding achievement - selection for the CES 2024 Innovation Award.

### UX Design Intern | UXID + HYOSUNG TNS

May - Jul, 2022 / Seoul, Korea

- **Design Innovation and Execution for NFT Aggregator Platform:**
  - Leveraged profound insights into the NFT trend to develop innovative concepts and seamlessly integrated unique features, significantly enhancing user experience.
  - Managed end-to-end design processes, encompassing research, high-fidelity prototypes, and comprehensive handoff documentation.
- **Strategic Project Management:**
  - Led planning for a global NFT aggregator platform, producing 50+ web page prototypes for UI visualization.
- **Thorough Research and Data-Driven Decision Making:**
  - Conducted in-depth benchmarking of 40+ platforms, laying the foundation for data-driven decisions based on UX principles.
  - Collaborated with executives, software engineers, and data scientists to predict potential UX issues and boost user engagement, employing a proactive approach to problem-solving.

## Skills

### Design

UX strategy,  
User flows,  
Concept sketches,  
Experience mapping,  
Wireframes,  
Prototypes,  
Mockups,  
Motion design,  
Graphic design,  
Brochure design,  
Design systems,  
Branding

### Research

User interviews,  
Usability testings,  
Persona hypothesis,  
Competitor analysis,  
Tree testing

## Tools

### Design

Figma, Adobe Suites,  
Microsoft Suites, Canva,  
Keynote, Sprinkl

### Languages

HTML, CSS, Javascript

### Product / Project Management

Jira, Microsoft Teams,  
Slack, Notion

## Languages

English	Korean
Fluent	Native

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## Experience

### Social Media Manager | Creator's Collective

Jan - May, 2022 / Waterloo, Canada

- Represented the voice of the students by crafting captivating and interactive weekly social media posts, leading to an outstanding **200% increase in engagement**.
- Worked within the IT department to manage the project plan and buy-in from other departments.

### Social Media Marketing Intern | Concentrix + LG Home Appliances

Jun - Jul, 2021 / Seoul, Korea

- **Conducted social listening** for clients, actively monitoring and analyzing conversations and trends to inform the development of impactful social and digital campaigns.
- Played a pivotal role in achieving LG's remarkable accomplishment of being **ranked No.1 in global sales of home appliances in 2021**, contributing to the company's market success.

### QA Representative Intern | Concentrix + Samsung Electronics

July, 2020 / Seoul, Korea

- Served as a representative of the Korean language committee, collaborating with language professionals to **produce high-quality content on the 77 websites** that effectively represented Samsung's brand identity.
- Undertook a crucial role in successful product launches, meticulously preparing and analyzing Samsung's latest phones, buds, and TVs, and seamlessly integrating **updated product information and content into the websites** ahead of the highly anticipated unpack show.

## Projects

### Innovative AR Experience Design

2023 / Waterloo, Canada

- Developed and prototyped AR experiences catering to corporate brands, creating interactive shopping experiences using AR glasses.
- **Integrated privacy-centric approaches** to securely leverage body-based data, prioritizing and upholding stringent data privacy and security standards while maximizing the data's benefits.

### "White Tiger" NFT Design

2022 / Toronto, Canada

- Produced and created **7777+ unique NFT artworks**, showcasing creativity and consistency.
- Orchestrated the independent development and launch of the "White Tiger" exclusive NFT collection on the Solana blockchain, showcasing proficiency in both creative design aspects and technical expertise in NFT creation and blockchain deployment.

## Certificates / Awards

- Global Experience Certificate (GEC)
- Microsoft Office Specialist Certificate (Excel Expert)
- University of Waterloo President's Scholarship
- Academic Honour Roll from AMHS