

Robin Keum

Product Design and Design Strategy | robinkeum.com | robinkeum@gmail.com | (213) 999-3271

Experience

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 3 products
- Developed 7 production-level high-fidelity design wireframes and drove the product to completion with CTO and a team of 3 engineers expediting the launch of Nectar Crypto Exchange Desktop and Mobile and shipping the product in 2 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

Teaching Assistant - ArtCenter, Pasadena, CA

August 2022 - December 2024

- Coordinated core Interaction Design courses with 30+ students across 2 sessions, responsible for directly overseeing the workshop sessions and advising on fundamental User Experience design process and methodologies
- Conducted 50+ individual critique sessions consulting students with their projects, providing constructive feedback by introducing new perspectives and more appropriate user testing methods
- Facilitated multiple 1.5-hour-long research workshops on applying the Human-Centered Design framework, visual design skills, and conducting user interviews maintaining a professional and ethical manner
- Mentored 4 students, refining their content for maximum impact and improving their collaboration by providing group productivity methods, such as breaking down projects, prioritizing action items, and timeboxing tasks

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

- Intended to design a banknote specimen to be introduced in Equinox 2024 Lausanne, showcasing security printing technologies of Koenig and Bauer
- Proposed digital and physical prototype for banknote design which was recognized as best concept in 3rd pitch presentation
- Consolidated 7 weeks of research insight of understanding people's needs into banknote visual concept and mobile app
- Conducted User Research and Trend Analysis on changing rate of use in digital and physical currency for different age groups, presenting to 6 stakeholders

Skills

Design: User Research, User Experience 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, Iconography

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

Expected Graduation April 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 & Executive Board Member, ArtCenter Wearables Club - Co-Founder