



Gahee Kang

Interaction + Product Designer

PORTFOLIO

- gaheekang.com
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CONTACT

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EDUCATION

School of Visual Arts

2015 - Current
 New York, NY

MFA in Products of Design

- ▶ Thesis work around digital technology's role in childhood cognitive development.
- ▶ Coursework includes: service design, data visualization, design research.
- ▶ Partnership with *MoMA* to design products for their retail product line.

The Art Institute of Chicago

2010 - 2014
 Chicago, IL

BFA in Industrial Design

- ▶ Received Creative Merit Scholarship.
- ▶ Selected and joined *Whanot* team sponsored by *SAIC*, branded and manufactured a line of products.

EXPERIENCE

Try The World

2016
 New York, NY

UX/UI Designer

- ▶ Designed and analyzed user tests for an international food box subscription startup, applying insights to introduce new features that expanded target user group:
 - Improved product search process with a filtering system based on personalized keywords.
 - Redesigned magazine page layouts to improve content delivery and space efficiency.
 - Created holiday gift guide pages to leverage subscriber purchase patterns and holiday themes.
- ▶ Managed two projects targeting web and mobile users, collaborating with marketing team and front-end developers.
- ▶ Contributed to marketing materials including social media and video contents, subway advertisements, and packaging designs.

Better Teams

2016
 New York, NY

UX/UI and Graphic Designer - Freelancer

- ▶ Completed a freelancing project to create the website for a startup focused on improving quality of workplace communications.
- ▶ Designed the brand language of the business including logo, graphic design, and animation.

Areaware

2015
 New York, NY

Product Designer - Freelancer

- ▶ Designed and licensed an *Ikebana* jewelry collection to a producer of functional everyday objects.
- ▶ Product is currently being marketed throughout *Areaware's* distribution network and vendors.
- ▶ Original work was highlighted in an international design magazine *Dezeen* in the spring of 2014.

SKILLS

Prototyping :

Framer / Principle / InVision / After Effects / Premiere Pro / Adobe XD

Graphic Design :

Photoshop / Illustrator / InDesign

Code :

HTML / Javascript / Arduino

3D/Augmented Reality :

Rhino / Unity / Google Tango / KeyShot / AutoCAD

Technique :

Storyboarding / User journey mapping / User researching / Information architecture