

# Robin Keum

Product Design and Design Strategy | robinkeum.com | [robinkeum@gmail.com](mailto: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 2022

- 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, Prototopia

## 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