

Chloe Park

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AWARDS & EXHIBITION

USA

2016 SXSW

Austin Convention Center, Austin, TX

Japan

Good Design Award

2015 Smart TV Search Service

2013 Smart TV Social TV

2012 Smart TV Kids

Korea

Good Design Award

2013 Smart TV Social TV

2013 Smart TV Kids

Pin Up Design Award

2012 Smart TV Kids

TOOLS

Sketch

XD

Adobe Creative Cloud

(Photoshop, Illustrator, After Effects,

Premiere)

Protopie

EDUCATION

Bachelor of Art

Human Environment and Design

Yonsei University

Seoul, Korea

Senior UI Designer

Self-motivated Senior UI designer with 10 years of professional experience designing award-winning websites, mobile applications, and smart TVs for Samsung. Strong background in Sketch, XD, Adobe Creative Cloud, and Protopie. Passionate about leveraging the power of tech to make our world a better, more connected place.

EXPERIENCE

Samsung Electronics, Seoul, Korea

Senior UI Designer, Customer Experience Lab

Jun 2019 - Present

- Redesigned Samsung.com's UI based on user research focused on Generation Z and successfully rolled out the new design to 61 countries.
- Redesigned UI increased average customer exploration of Samsung.com by 33%.
- Led a project to standardize the UI design system for all Samsung.com websites globally.

UI Designer, Future Experience Design Team

Aug 2016 - May 2019

- Successfully created and designed an initial version of 'The Sero', a rotatable TV that became a mass consumer product released in Korea and the USA.
- Made a mobile application prototype where users can simulate products through AR (Augmented Reality).
- Created a new remote control UI prototype that can be synchronized with more than 2 devices through AR.

UI Designer, Venture Company Accelerated by Samsung

Jul 2015 - Jul 2016

- Launched a new social media mobile application in the Android market and participated in the SXSW (South by Southwest) Conference & Festival held in Texas, Austin to promote it.
- Reached the top ranking in the newest app category in the Android market for a week and received the highest possible review from Samsung Venture Investment Corporation.
- Was in charge of all the design work involving UI, visual interaction, and video editing.

UI Designer, Smart TV UI Mass Production Design Team

Dec 2010 - Jul 2015

- Designed 17 new applications for Samsung's Smart TV.
- Designed a soccer application that increased total revenue by \$100million USD YOY in Latin American region
- Suggested various creative UI solutions for the very first line of Samsung Smart TVs and made a TV SDK (Software Development Kit) for third-party developers.
- Helped increase Samsung's TV sales by over \$19billion YOY globally and Samsung's Smart TV global market share to 27%.