

# Rinchong <sup>(Rin)</sup> Kim

me@rinchong.kim  
https://rinchong.kim

---

**Education**      **Kyung Hee University**      Yongin, KR | Mar 2017 - Feb 2023  
[B.A. in French, B.F.A. in Visual Design \(Dual Degree\)](#)  
Superiority Scholarship: 2017, 2022 | Exemplary Scholarship: 2017, 2020

---

**Experience**      **Pikurate**      Seoul, KR | Oct 2023 - Present  
[UX/UI Designer \(Freelance\)](#)

- Selected as a member of Shinhan Open Innovation program, collaborated with LG Electronics to develop a Proof of Concept, proposing new features and AI application ideas.
- Conducted internal tool testing with LG Electronics, enhancing UI/UX design based on customer feedback. which led to our recognition as an Outstanding Collaboration Team.

**Dapada**      Seoul, KR | Jun 2021 - Oct 2023  
[UX/UI Designer \(Founding Member\)](#)

- Pioneered the design of an application introducing a mobile approach to direct indexing services, traditionally limited to PC environments.
- Enhanced accessibility and reduced barriers to entry in quant trading, catering to a broader user base and fostering inclusivity in the fintech sector.

**Dacon Inc.**      Seoul, KR | Apr 2020 - Apr 2021  
[UX/UI Designer](#)

- Led the overhaul of the platform by employing in-depth user interviews and data analytics (via GA) to pinpoint and address user pain points, improving user experience and retention.
- Implemented gamification features in collaboration with data scientists by gathering feedbacks from beta-testers, resulting in a more systematic and cohesive ranking system.
- Represented the company as the semi-finals pitcher at the 2020 Boston MassChallenge.

---

**Projects**      **Pick & Play**      Sep 2020 - Nov 2022  
[Graduation Project](#)

- Developed a vinyl community platform as a graduation project, incorporating market analysis and diary studies to align with user needs and core values.
- Employed Figma for wireframing and design, and ProtoPie for high-fidelity prototyping, resulting in an Award of Excellence at the Visual Design Graduation Exhibition.

**Career Dive**      Jul 2020 - Dec 2022  
[Team Leader, UX/UI Designer](#)

- Led the design and development of a one-on-one online career mentoring platform, guiding it from concept to closed-beta launch.
- Conducted user surveys to enhance UX, culminating in an Honorable Mention at the highest track of the Kyung Hee University startup challenge, KHU Valley Program.

---

## Activities

### Raise Uganda Now

Seoul, KR | Jun 2020 - Oct 2023

#### Designer (Voluntary)

- Volunteered as the design lead for Raise Uganda Now, a US-based 501(c) nonprofit.
- Directed the identity building process and established design guidelines focused on ethical representation leading to selection as the 37th LUSH Charity Pot sponsor in South Korea.

### Korean Augmentation to the US Army

Camp Humphreys | Sep 2018 - Apr 2020

#### US 8th Army, 65th Medical Brigade, Sergeant

- Translation and interpretation support between Korean counterparts (Level 3 hospitals, Korean military medical departments) and the Brigade.
- Assigned to the position of Senior KATUSA, managing 26 Korean enlisted soldiers within the Brigade Headquarters.

### Kyung Hee University Student Council

Yongin, KR | Mar 2017 - Aug 2018

#### Global Campus, Design Team Lead

- Established design guidelines for campus student council publications and social media materials.

#### Department of French, Freshmen Representative

- Organized student activities and supported communication between the department faculty and students.

---

## Awards

### Award of Excellence

Jan 2023

#### Director, LINC3.0, Kyung Hee University

University-wide capstone design challenge awardee

### Certificate of Appreciation

Dec 2022

#### Mayor, Suwon City

City environment improvement project - signage design proposal, 2nd place

### Award of Excellence

Nov 2022

#### Dean, College of Art & Design, Kyung Hee University

Visual Design major graduation exhibition awardee for Interaction Design

### Military Awards

Sep 2018 - Apr 2020

#### Deputy Commanding General, US 8th Army

Army Commendation Medal (2020) | Army Achievement Medal (2019)

#### Commander, 65th Medical Brigade

Certificate of Achievement (2) (2019)

---

## Skills

### UX/UI

Figma/FigJam (Expert)  
Adobe XD (Advanced)  
ProtoPie (Advanced)

### Graphic Design

Illustrator (Advanced)  
Photoshop (Intermediate)  
InDesign (Intermediate)

### Dev

HTML/CSS (Intermediate)  
JavaScript (Beginner)