

# Jade Byeon

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## Education

### University of Michigan, Ann Arbor

Bachelor of Arts in *Art & Design*, Bachelor of Science in *Statistics*

**Expected May 2026**

GPA 3.93/4.00

- **Relevant Coursework:** Vis Identity & Branding, Interaction Design, Product Design, Typography, Visualization, Sign & Symbol; Statistical Computing, Stats & Data Analysis, Theoretical Statistics, Applied Regression Analysis, Probability Theory
- **Honors:** Dean's List (4x), University Honors (4x)

## Professional Experience

### University Unions & Office of President, University of Michigan

*Art Initiatives Administrative Coordinator*

**Ann Arbor, MI**

Oct 2024 - Present

- Led design of the Arts web page using Figma, Photoshop, and XD, enhancing content engagement through user-centered design and clear visual hierarchy; presented proposal to school representatives
- Optimized Art Submission workflows with user-branching and A/B-tested question flows for streamlined user experience
- Managed 250+ artwork inventory using Photoshop for visual consistency; administered Art Loan Agreements

### International Medical Crisis Response Alliance (IMCRA)

*Marketing/Outreach Design Manager Intern (Awarded "Gold Star Intern")*

**New York, NY**

May 2024 - Aug 2024

- Redesigned 19 web pages following UX/UI best practices, improving usability and accessibility by 64%
- Developed research-backed digital marketing strategies that drove 115% increase in engagement and interaction; delivered bi-weekly data-driven performance reports to optimize campaign performance
- Secured \$60K+ in funding and 4 key partnerships, aligning business objectives with research-driven recommendations

## Projects

### Pediatric Research & Robot Character Design

Nov 2024 - Present

- Designed UX character, visuals, and interactions for pediatric eye exam robot to reduce anticipated patient anxiety
- Conducted literature review and clinical trials for developmentally appropriate, anxiety-reducing media strategies
- Co-authored ACM-format research paper and led sections on pediatric anxiety and media design

### ICML 2025 Tutorial Website (Dr. Qing Qu) | Figma, HTML/CSS/JS, GitHub Pages

May 2025 - Aug 2025

- Delivered fully responsive UI prototyped in Figma with component-based structure for consistent experience across devices
- Aligned information architecture and copy with stakeholders, iterating prototypes based on feedback
- Implemented and deployed design in clean HTML/CSS/JS on GitHub Pages to ensure performance and reliability

### UX Research & Design for Fitness App | Figma

Aug 2024 - Dec 2024

- Conducted user research using quantitative and qualitative methodologies (surveys, focus groups, concept testing, usability testing, interviews) to identify demand for gamified features and clarify users' core fitness motivations
- Performed competitor analysis and market segmentation for consumer insights; rapidly prototyped and tested key flows to validate core motivational features

### Internet Movie Database (IMDb) Analysis | R

Jan 2024 - May 2024

- Analyzed 100K+ movie records, handled 30K+ missing values, and built interactive Shiny tools to cut runtime by 50+%

## Leadership Experience

### Korean International Student Association (KISA), University of Michigan

*Graphic and UX Designer*

**Ann Arbor, MI**

Aug 2023 - May 2024

- Increased user engagement by 30% by optimizing UI/UX for 20+ web pages using user-centered design principles
- Drove 560% surge in audience interaction and event attendance by designing 50+ visually compelling social media posts
- Co-led yearbook project, overseeing creation of 30-page publication that boosted brand identity and sold 150+ copies

## Skills and Accomplishments

- **Languages:** English, Korean, Chinese
- **Skills:** R, C++, HTML/CSS/JS, Figma, Rhino 3D, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, InDesign, XD), MS Excel/PowerPoint, Market Research, Usability Testing
- **Awards/Certifications:** Sustainability App Development Competition TOP 6, Botanical Illustration - Professional Instructor