

# Yeonjin Kim

UX/UI Designer with visual brand expertise

Creative UX/UI Designer with 3+ years of multidisciplinary experience across healthcare, retail, and food sectors. Strong foundation in graphic design, packaging, and brand systems, now applied to intuitive user experiences and responsive interfaces.

## Experience

### Sentry Medical - Graphic Designer

Sydney, Australia | Jun 2024 - April 2025

- Contributed to the rebranding and packaging design of over 300 medical products across brands such as Asguard, Bodichesk, Reclens, and Owear.
- Applied user-centered design principles to packaging, ensuring that healthcare professionals and consumers could quickly access critical information at the point of use.
- Designed packaging layouts with clear hierarchy, readable labeling, and consistent visual systems to enhance usability in clinical and retail environments.
- Created 3D product visualizations for Amazon and e-commerce platforms, helping buyers better understand product use and context.

### ByAsia Food - Digital & Graphic Designer

Sydney, Australia | Aug 2023 - April 2024

- Created over 6 packaging designs now in Woolworths and Coles stores nationwide.
- Designed digital assets, GIFs, and animations, increasing campaign CTR by 20%.
- Collaborated with Woolworths on national promotional visuals: freezer decals, catalogues, banners.
- Supported launch of bubbleme and The Han Kitchen brands at Woolworths Trade Show.

### Pulp You Media - UX/UI Designer

Sydney, Australia | May 2023 - July 2023

- Designed responsive UI for streaming platforms and e-learning services using Figma.
- Delivered product mockups and design specs, improving developer handoff efficiency.

### University of Queensland - Design Tutor

Brisbane, Australia | Mar 2022 - June 2022

- Led 3-hour graphic design workshops focusing on design principles and Adobe tools.

## My Portfolio

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## Education

### Master of Interaction Design

The University of Queensland, Brisbane  
2020 - 2022

- Specialised in Human-Computer Interaction, UX Research, and Prototyping.
- Presented physical UX devices at UQ EXPO to 100+ students and industry partners.

## Skills & Expertise

Prototyping  
User Interviews  
Usability Testing  
Affinity Diagramming  
Visual Design  
Motion Graphics (GIF)  
Print & Catalogues  
Packaging Design  
Brand Identity  
Social Media Assets

## Toolstack

Figma  
After Effects  
Premiere Pro  
Illustrator  
Photoshop

## Highlights

- Successfully launched two F&B brands at Woolworths Trade Show.
- Successfully launched Bodichesk, Asguard, and Owear, now distributed in Australia pharmacies and hospitals.
- Demonstrated interactive physical design at UQ EXPO to 100+ attendees.