

Chaewon Lim

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A research-driven product designer with 1.5 years of experience combining craft, systems thinking, and AI to transform complex information into clear, scalable digital experiences. Focused on AI-powered workflows, rapid prototyping, and iterative design.

EDUCATION

Carnegie Mellon University

Pittsburgh, PA May 2028

Master of Design in Design for Interaction

New York University Steinhardt

New York, NY May 2023

Bachelor of Fine Arts in Studio Arts GPA: 3.91/4.00

WORK EXPERIENCE

Research Assistant

Pittsburgh, PA

Design Department at Carnegie Mellon University

August 2026 – Present

- Synthesized 20+ years of research, frameworks, and educational resources to define the information architecture and content hierarchy for a new Design Learning Lab site, articulating mutual benefits for the Lab and its funders and prospective collaborators
- Collaborated with Prof. Rohrbach through weekly design reviews to iterate on content organization and case study structure

UX/UI Designer

Daejeon, South Korea

Konova Korea, Inc.

March 2025 – April 2026

- Designed UI and product detail pages with Figma and Photoshop for an e-commerce team selling through Amazon and eBay, tailoring layouts and visual content to each platform's customer behavior to improve product visibility and support sales
- Analyzed monthly customer data, identifying 1-2 recurring pain points using affinity diagrams and proposing design improvements
- Built and implemented a reusable design system, establishing UI components and patterns that streamlined recurring design tasks

Web Designer & Program Coordinator

New York, NY

DMOS Art School

August 2023 – December 2023

- Designed 3 departmental school websites for daycare, summer camp, and F-1 programs, by leading a three-designer team and facilitating 2–3 weekly meetings; built sites using Wix and Squarespace, resulting in a 200% increase in customer return rate
- Organized 50-minute interactive adult art therapy sessions grounded in emotion-based color theory and tactile-based stress regulation practices; oversaw lesson scheduling, material preparation, and feedback incorporation; ranked #1 in class popularity among 7 classes

Graphic Designer

Daejeon, South Korea & Remote

CareArt, Chungnam National University

March 2021 – August 2021, January 2023 – June 2023

- Led visual direction from concept to final publication for a research project funded by Korea Research Foundation, “*Personalized Diabetes Self-Management Program Using Digital Technology*”; using Adobe Illustrator and Premiere Pro as main visual tools
- Designed 10+ health literacy materials applying gamification for Type 2 diabetes patients and multicultural pregnant mothers
- Initiated 50+ hours of desk research and user interviews to identify underlying root causes and pain points in dietary decision-making

LEADERSHIP EXPERIENCE

Design Lead

Remote

Project: B2B SaaS Real Estate Agent Workflow Platform

May 2026 – August 2026

- Led product design for a desktop-first platform tailored to the digital needs of Korean real estate agents in their 40s–50s, streamlining repetitive listing, marketing, and client communication tasks with an AI-assisted design workflow throughout the process
- Collaborated with a PM, FE/BE engineers, director, and a designer, using AI prototypes for design alignment and developer handoff

Student Advisory Council Representation

Pittsburgh, PA

Carnegie Mellon University School of Design

August 2026 – Present

Product Designer Lead

Pittsburgh, PA

Project: CMU Information Ecosystem Communication

August 2026 – Present

- Led a 3-person team in mapping CMU's information ecosystem, identifying gaps in faculty-student communication feedback loop
- Conducted 4 stakeholder interviews to uncover differing mental models, revealing 2 root problems behind communication gaps

Venture Lead

Seoul, South Korea

Morak Co. – funded by Korea Craft and Design Foundation (KCDF)

January 2020 – December 2020

- Founded Korean traditional liquor startup funded by KCDF; ranked top10 in the program; awarded two grants, 3K and 25K
- Led product design on a Korean traditional liquor home-fermentation kit, collaborating with local engineering manufacturers
- Leveraged e-commerce sites such as Amazon and eBay generating ~\$400 in monthly profit; operated live shows with 5k+ viewers

ADDITIONAL EXPERIENCE

Skills: Figma, Python, Data Visualization, Premiere Pro, Photoshop, Illustrator, Canva, Korean, Spanish, Google UX Design Certificate