Sumin Hyun

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Education

Georgia Institute of Technology Atlanta, GA
Bachelor of Science in Industrial Design | Minor in Sustainable Building & Construction
Expected Graduation: December 2027

Experience & Leadership

SeenU — Social Media Startup Atlanta, GA
UI/UX Design Intern *December 2025 – Present*

- Designed and shipped profile customization features, contributing to 85%+ of active users personalizing their profiles and increasing average engaged sessions per user by 45%.
- Defined product requirements, prioritized features, and collaborated with product managers and engineers to refine user flows and production-ready experiences.
- Contributed to the growth of a social discovery platform from 10,000 to 70,000+ users as it reached the Top 20 in the App Store's Social Networking category.

Adobe Atlanta, GA
Student Ambassador *November 2024 – Present*

- Developed and executed campus marketing initiatives, original content, and social media campaigns that increased Adobe Creative Cloud adoption by 25% and expanded student engagement.
- Planned and facilitated 4+ interactive workshops for 100+ students, teaching industry-standard Adobe tools and creative workflows across multiple design disciplines.

Vertically Integrated Projects - Graphic Medicine Atlanta, GA
Website Designer *January 2025 – May 2025*

- Designed user flows, wireframes, and interactive prototypes to create an intuitive, accessible website communicating medical research and patient stories.
- Collaborated with healthcare professionals and designers to refine content, interactions, and information hierarchy, ensuring medical accuracy, accessibility, and usability.

Design Researcher *January 2024 – December 2024*

- Conducted user research through interviews with healthcare professionals at Shepherd Center, synthesizing insights into accessible medical comics and validating designs through usability testing.
- Translated complex medical and psychological research into accessible visual narratives through storyboards and educational comics for patients, caregivers, and healthcare professionals.

Adobe Club Atlanta, GA
President *December 2025 – May 2026*

- Founded and led Georgia Tech's official Adobe Creative Club, coordinating officers, partnerships, and 8+ workshops to grow an engaged campus design community.

Projects

Align — Figma Hackathon March 2026

- Conceptualized a speculative product that quantifies repeated real-world encounters, making invisible patterns of social familiarity visible to encourage meaningful connections.
- Defined product features, user flows, and the "Astral Score," a behavioral metric that quantified shared space and interaction frequency to visualize previously intangible social patterns.

Pucca — AI Food Scanner & Digestive Health Platform January 2026 – April 2026

- Designed an AI-powered food scanner and companion mobile app that analyzes ingredient data to identify dietary triggers and deliver personalized digestive insights.
- Conducted user research and usability testing (20+ participants), translating insights into features such as digestion scoring, ingredient-based risk analysis, and personalized feedback.

Skills

Product & Research: User Research, User Interviews, Qualitative & Quantitative Analysis, Usability Testing, Journey Mapping, Feature Prioritization, User Flows, Wireframing, Interactive Prototyping, Interaction Design, Design Systems
Tools & Technologies: Adobe Creative Suite (InDesign, Illustrator, Photoshop), Microsoft Office (Excel, Word, PowerPoint), Figma, Miro, Jira, AutoCAD, HTML/CSS, Python