# Minjun Byun

Product Designer

San Francisco Bay Area | (401) 556-0113 | minjun.byun@gmail.com | mjbyun-design.site | linkedin.com/in/minjun-byun | Korean · English

Product designer and MFA candidate at California College of the Arts with a past life in Michelin-starred kitchens. I left cooking to make things that last longer than a fifteen-minute plate — products designed with care for the people everyone else overlooks.

## PROJECTS

**Luma Events** — Personalization & Post-Event Connection — Self-directed team project, 3 designers

- Found the app gets you to an event but leaves you on your own before and after it; scoped three features against that gap using competitive mapping, a traceability matrix, HMW, and behavioral archetypes.
- Designed onboarding, the shared visual system, and final high-fidelity screens for a three-flow concept prototype. Christina designed Event Buddy; Navneet designed Plans and post-event messaging.

**Pax** — Airport Assistance for Older Travelers — With Amanda Yu and Hannah Wang

- Interviewed healthcare-access expert Samuel Ekanem and refined app screens for an airport guide robot and companion app concept. Rebuilt the app prototype in Cursor for usability testing with the team.

**Mission Bay Shuttle** — UX Research Study — Independent research

- Ran mixed-methods research on a free SF shuttle service — AEIOU field observation, screener survey with poster and intercept recruitment, heuristic evaluation, and 6 semi-structured rider interviews.
- Synthesized 9 affinity clusters into 7 insights and 9 prioritized recommendations; found 5 of 6 riders were blocked by the official website, and mocked up fixes for the top failure points.

**Nollution** — Ocean Noise Citizen Science — Self-directed project

- Designed a solar buoy and companion app concept to make underwater noise understandable. Distinguished evidence from assumptions and revised deployment responsibilities after critique exposed installation and maintenance gaps.

## EXPERIENCE

**Graduate Teaching Assistant / Studio & Print Lab Monitor** — California College of the Arts — Sep 2025 – Present

- Designed 20+ hands-on assignments, led critiques, and taught Figma and Adobe Creative Suite to graduate students. Created guides to support independent work.
  Run the Flat Lab print shop — troubleshoot and maintain Risograph, Xerox, and vinyl printers, manage the booking schedule and inbox, and help students resolve production issues.

**Brand & Web Designer, Freelance** — P&K Park Law Firm · Nabi Sushi — Nov 2023 – Dec 2024

- Led end-to-end brand and web design for a law firm and a restaurant — websites, menus, identity collateral — working directly with clients to turn what they wanted into what they needed.

**Graphic Designer / Marketing Manager** — Laflare USA — Feb 2024 – Jun 2024

- Ran competitive research and produced social and marketing collateral, aligning visual direction with how the audience actually behaved.

**Operations Manager** — BBQUSA — May 2021 – Apr 2022

- Opened 15 new store locations, overseeing setup, training, product ordering, sales reports, and P&L.

## VOLUNTEER

**Volunteer Designer, Media Team — Bay Area K Group** — Jul 2026 – Sep 2026

- Designed event media for the Bay Area Korean professional community — banners, T-shirts, name cards, and the K-Night 2026 poster for an event at the Computer History Museum.

## EDUCATION

**California College of the Arts, San Francisco, CA — MFA Interaction Design (Scholarship: Design)** — 2024 – 2027

**Johnson & Wales University — Food Service Management** — 2015 – 2021

## SKILLS

**Design:** UX/UI Design · Interaction Design · Wireframing · Prototyping · Visual Design · Design Systems

**Tools:** Figma · Framer · Adobe Creative Suite · Condens · Mural · HTML/CSS · p5.js · Processing · AI-assisted prototyping