



Portfolio

Jaesuk Huh

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UI/UX Designer who puts the user first and leverages extensive experience in content creation to engage audiences to take action.
Recognized for strategic planning, problem-solving and creative designing.

EDUCATION

University of California, Berkeley

Aug 2021 – Dec 2022

Master of Design, UI/UX Design

School of Visual Arts

Sep 2012 – May 2015

Bachelor of Fine Arts, Graphic Design

EXPERIENCE

Applied Materials

May 2022 – Dec 2022

Design Intern

- Working as in the CTO Group designing internal marketing contents including webpages, apps, posters, and videos

Cheil Worldwide

Feb 2017 – Aug 2021

Art Director

- Designed over 60 pieces of marketing content including commercials and digital banners across digital platforms including YouTube, Facebook Ads, and Instagram, increasing sales and brand awareness.
- Managed all facets of the content creation process including market research and analysis along with managing editors, photographers, directors, and freelancers resulting in excellent finished products.
- Clients include Samsung, Hankook Tires, Volkswagen, FILA, and Alcon.

R/GA

Jun 2015 – Jun 2016

Designer

- Developed over 5 pieces of marketing collateral monthly, including responsive web pages, online banners, digital icons, microsites, prototype videos, and animations, resulting in increased brand awareness and user engagement.
- Clients include Samsung and Google.

The New York Times

Jun 2014 – Aug 2014

Design Intern

- Implemented weekly magazine cover design and was responsible for designing layouts for the “Who Made That?” section.
- Maintained all sides of design layout including illustrator project management and typeface acquisition for weekly publication section resulting in high reader satisfaction.



SpeakUp

TYPE	ROLE
App Design	User Research
	UX Design
	Visual Design

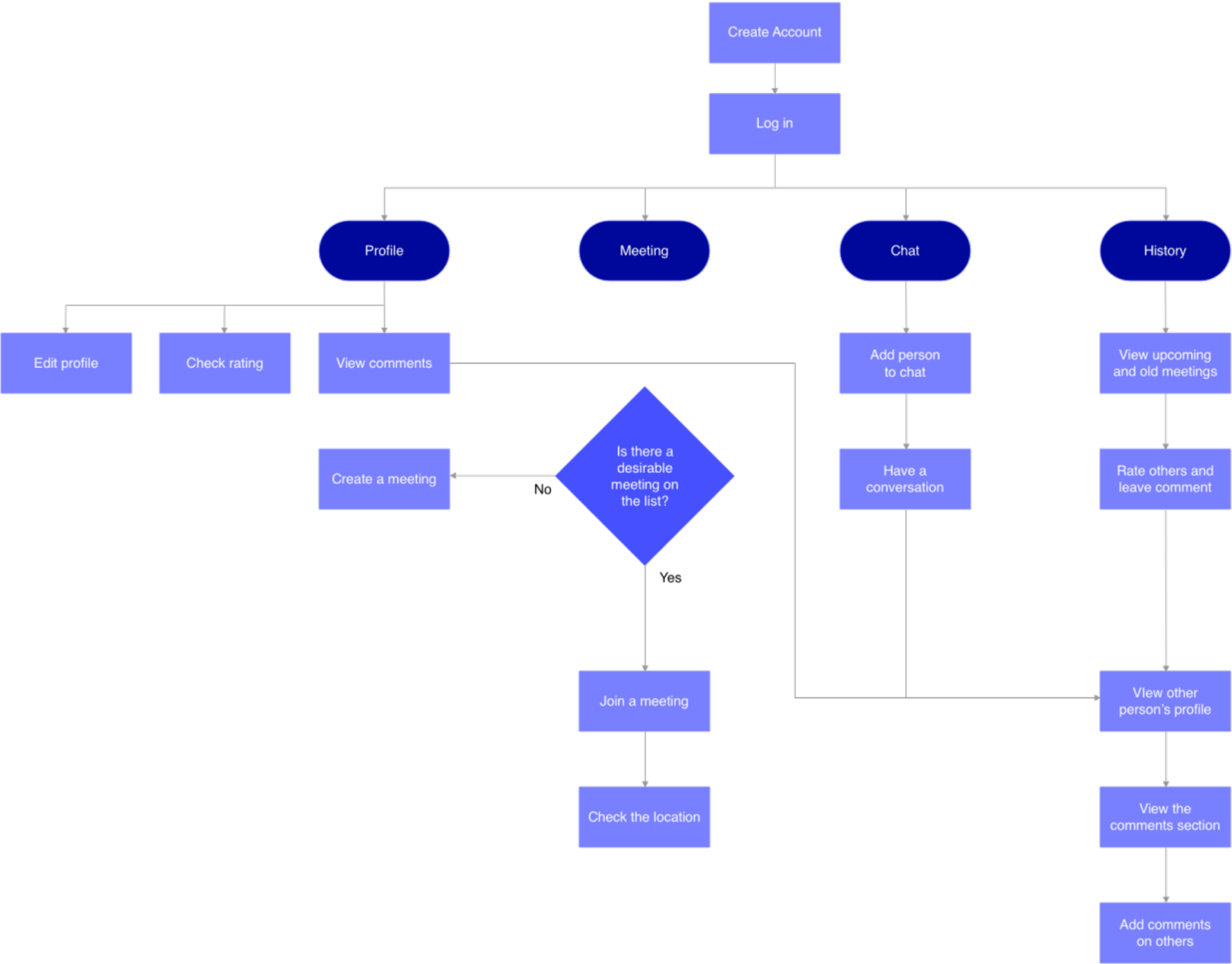
OBJECTIVE

Design an app that can aid the college students.

CONCEPT

How can the students improve their speaking and speech abilities? Through practice. “Speak UP” is a platform app that allows students who share the same problems to gather and practice each other. Through the app, students can join and create groups to participate in practice sessions, view comments from others, and rate other student’s helpfulness. Students can improve their speech abilities and also help others to achieve the same goal.

USER FLOW



WIREFRAME

Start



Loading

Welcome message

Login page



Create account

Meeting



List of meetings

Tap to join a meeting

Meeting joined

Cancel meeting

Meeting cancelled

Filter

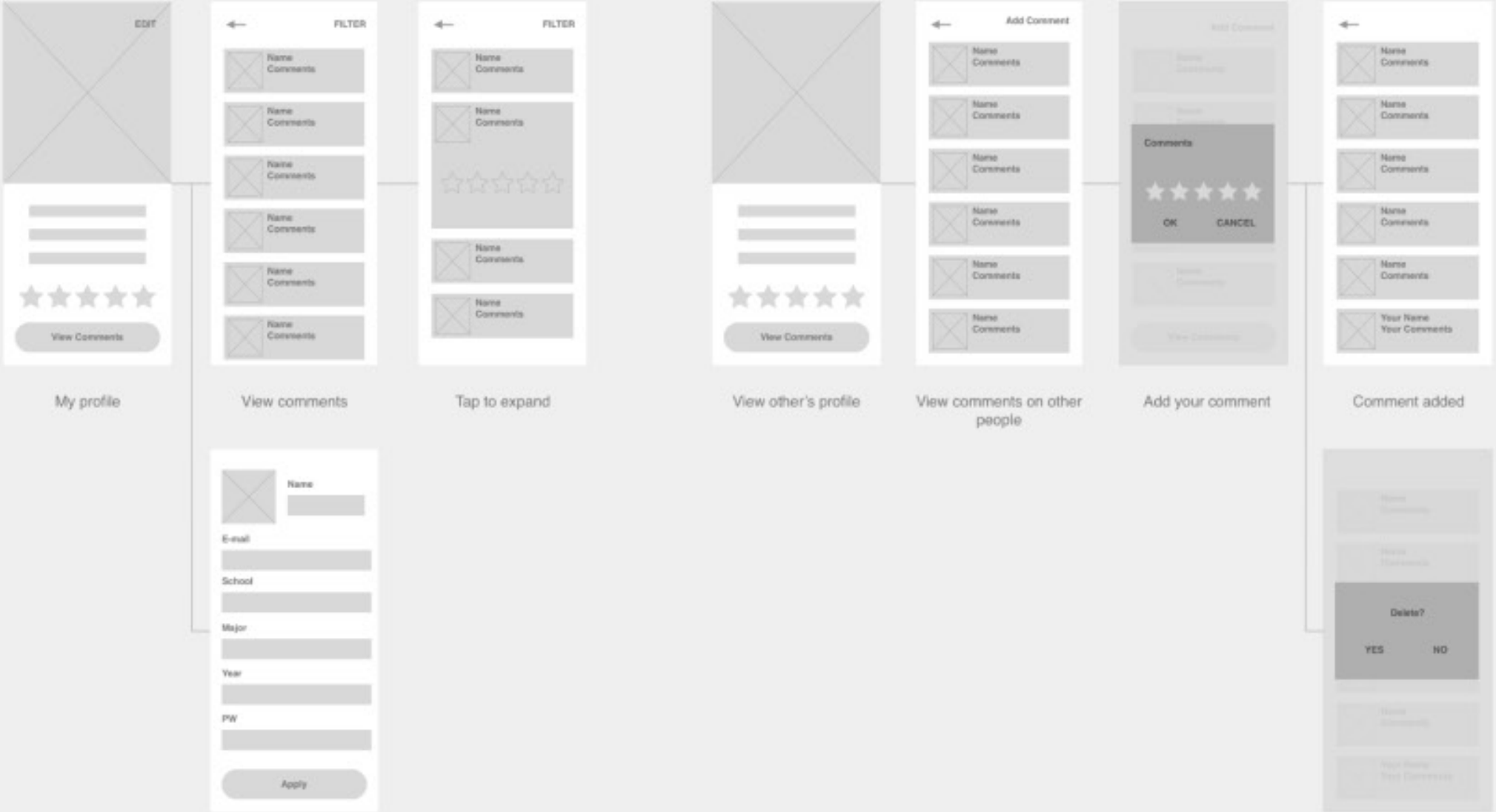


Create a meeting

Meeting created

View location

Profile



My profile

View comments

Tap to expand

View other's profile

View comments on other people

Add your comment

Comment added

Delete your comment

Edit profile

History



My profile

Leave comment and rate others

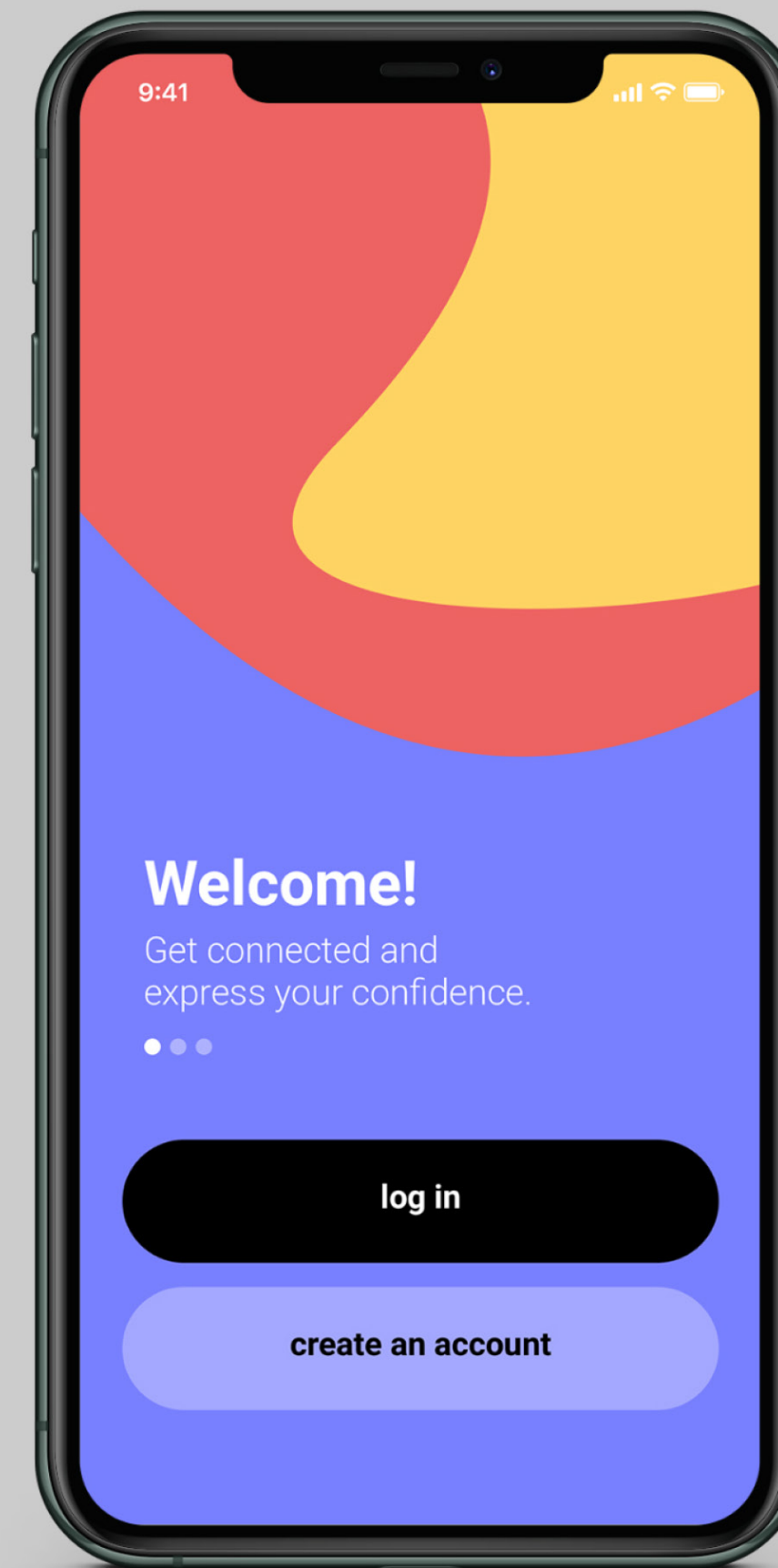
Chat

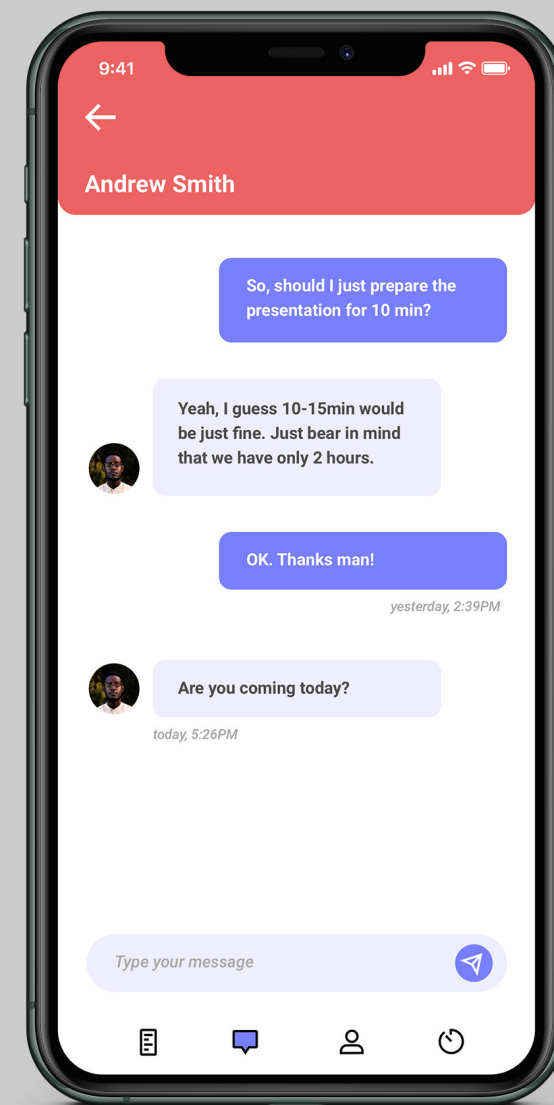
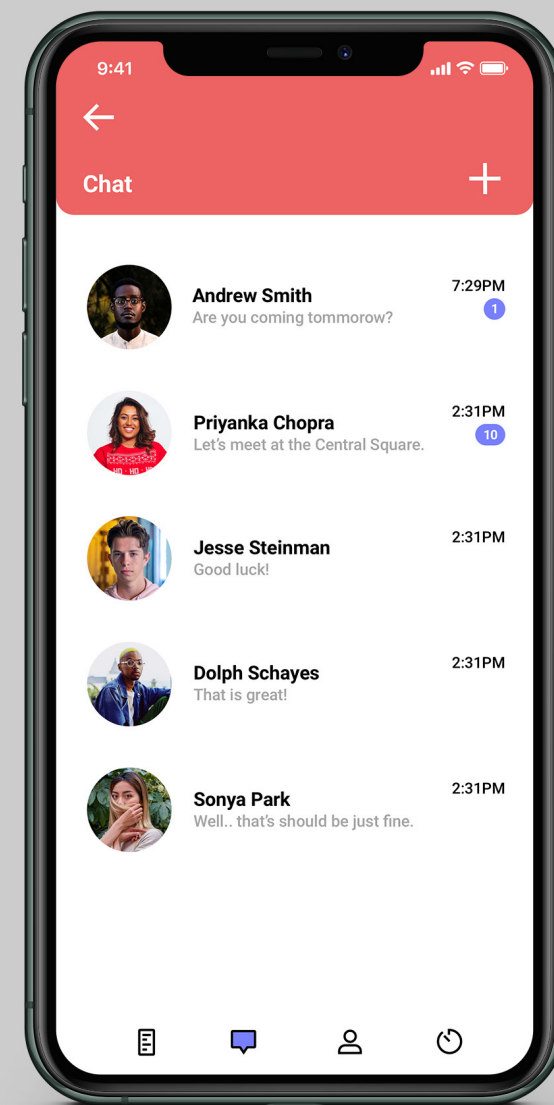
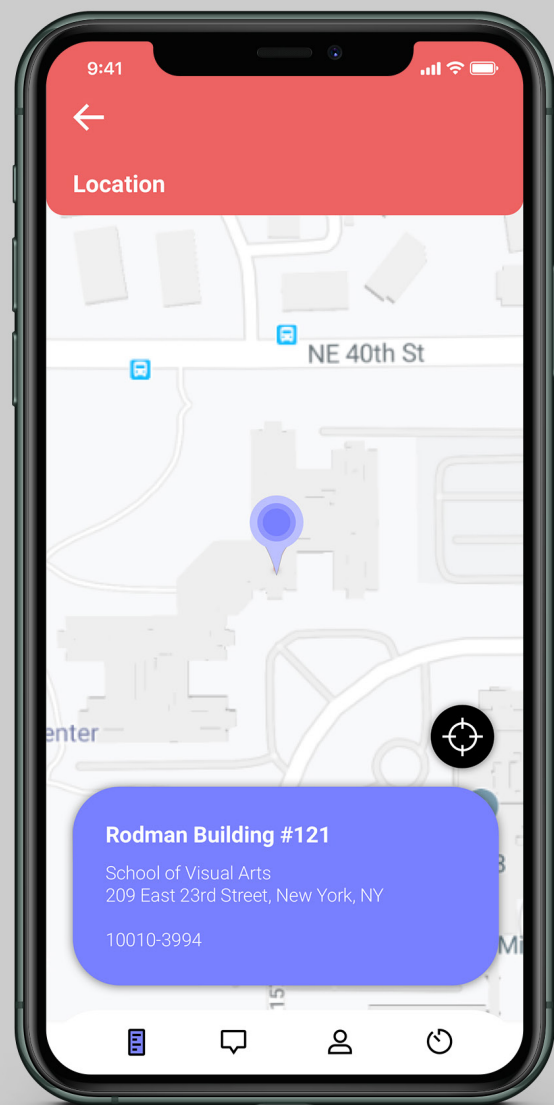
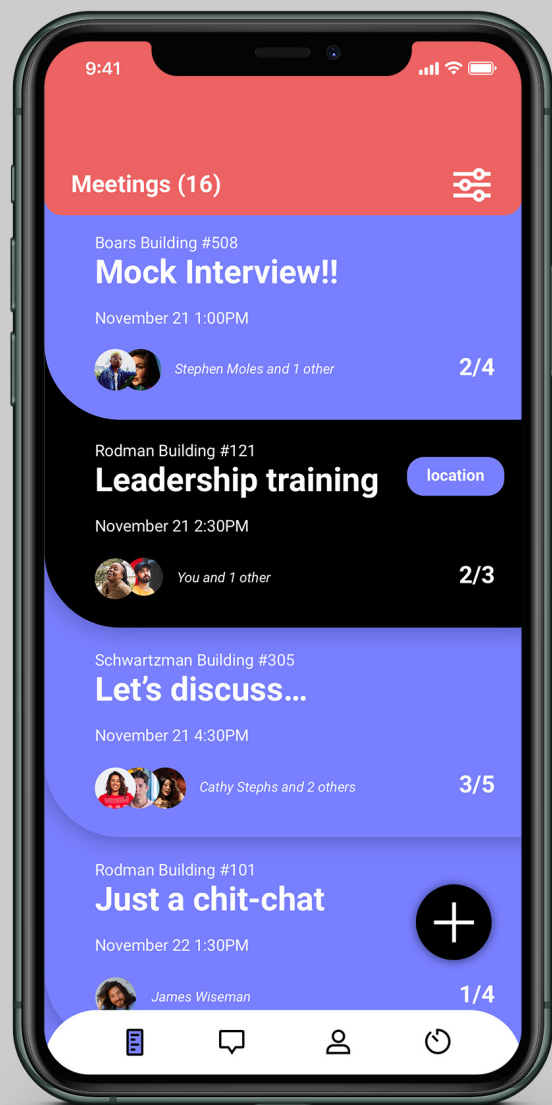


View list

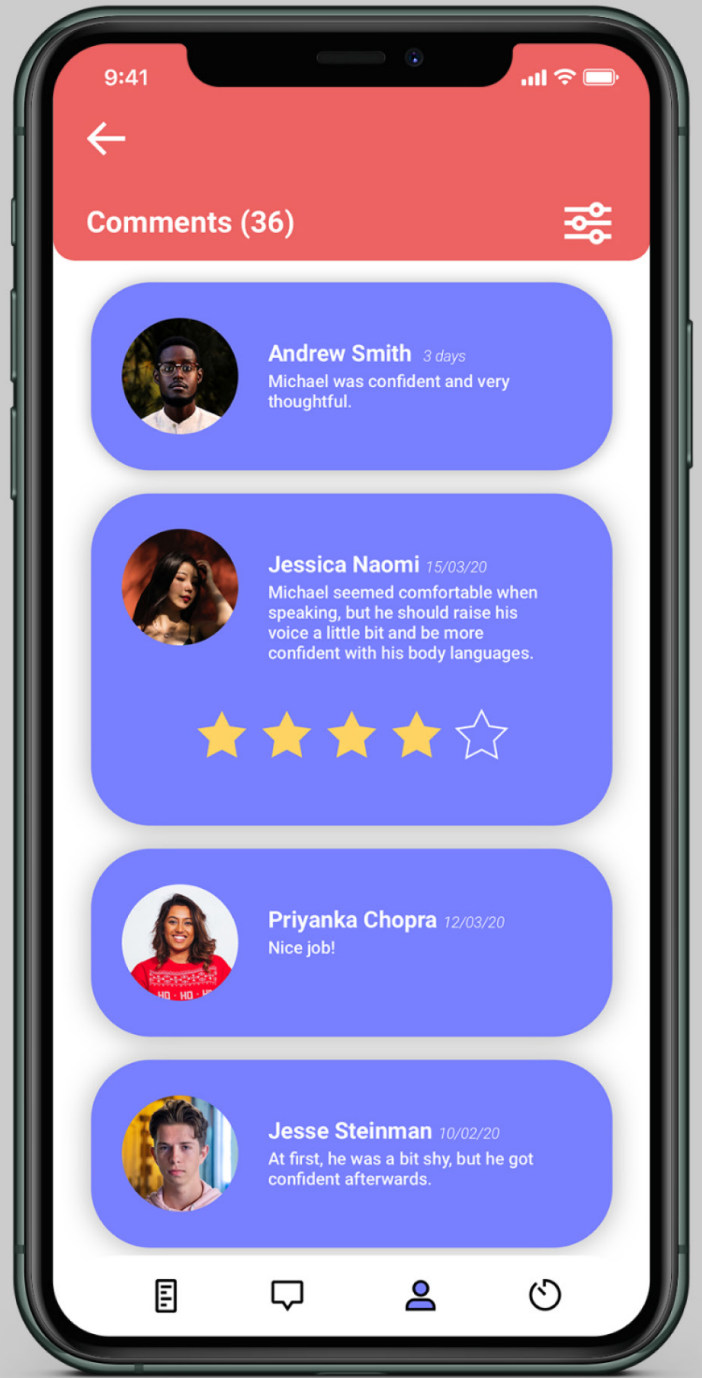
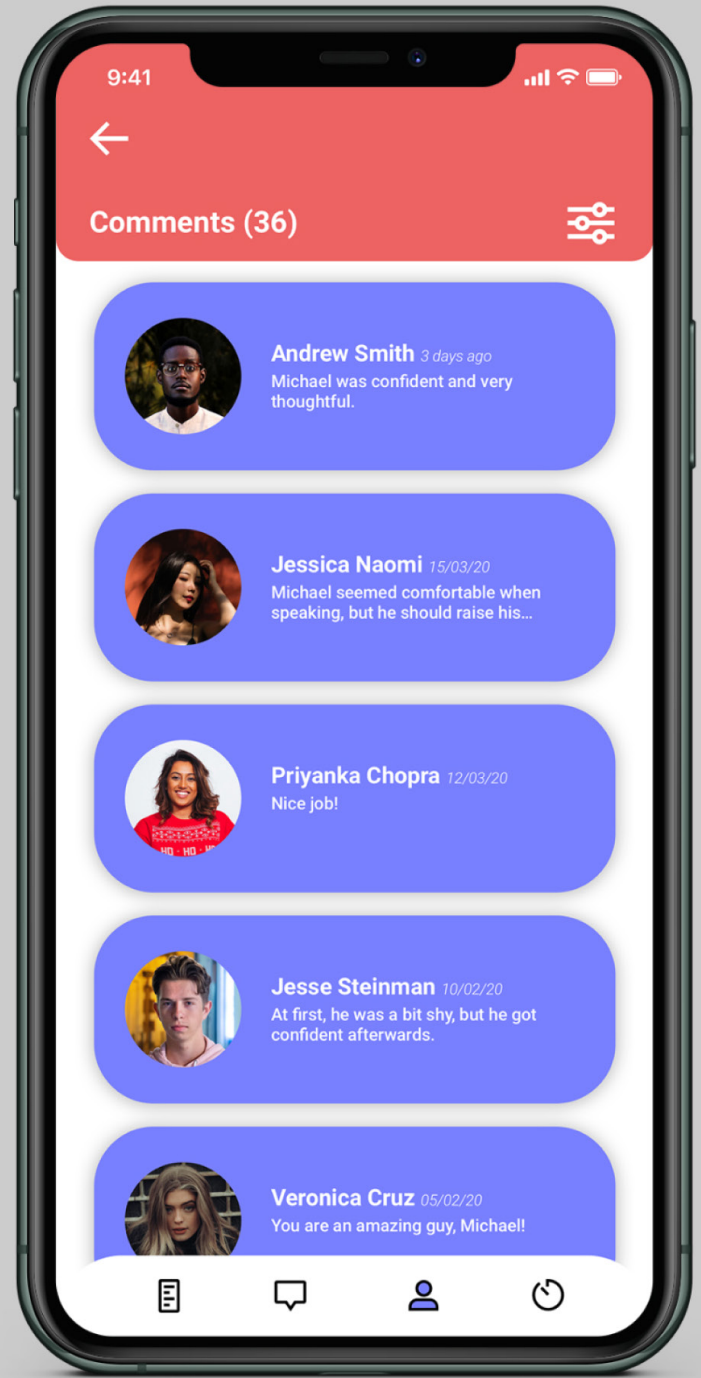
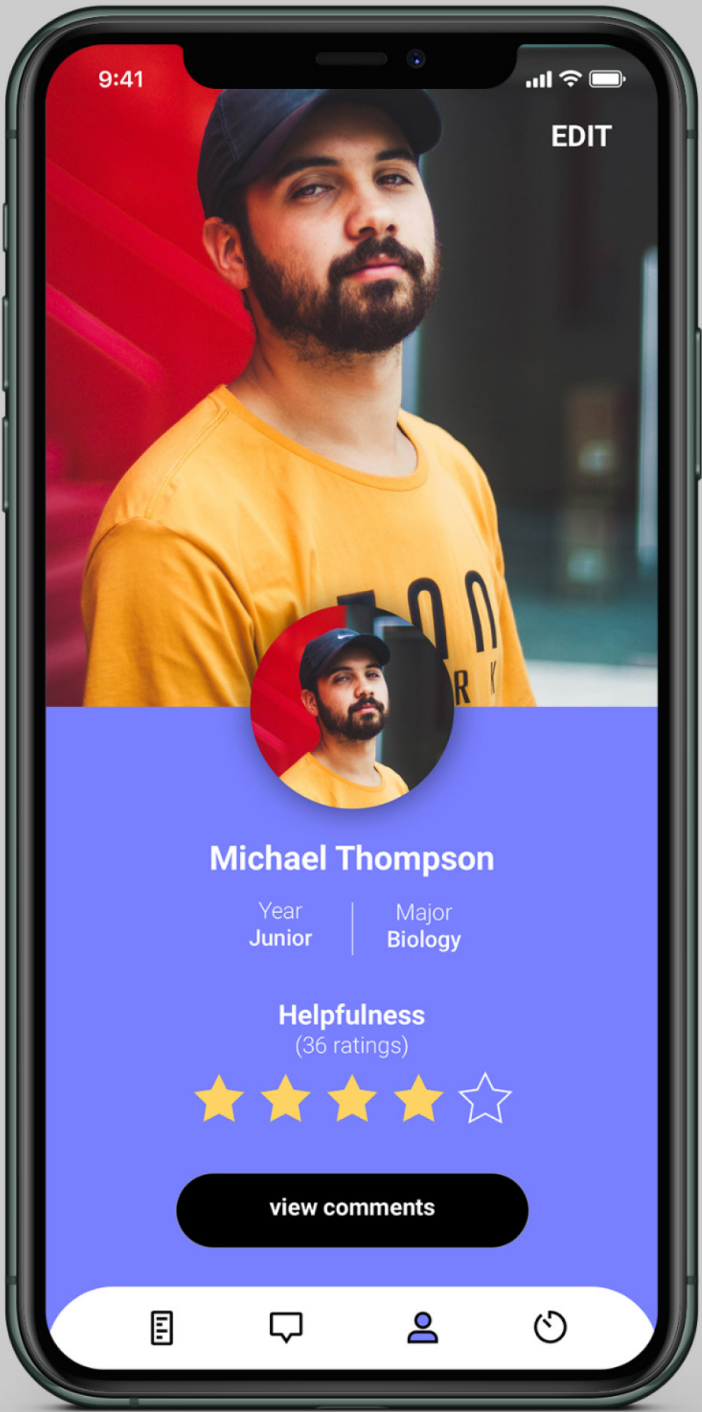
Tap to view conversation

Add a person to chat











Garden Family

TYPE	ROLE
App Design	User Research UX Design Visual Design

OBJECTIVE

Garden Family is a fun gardening app integrated with AR technology that the whole family can enjoy. It allows the users to manage their real garden through the virtual world.

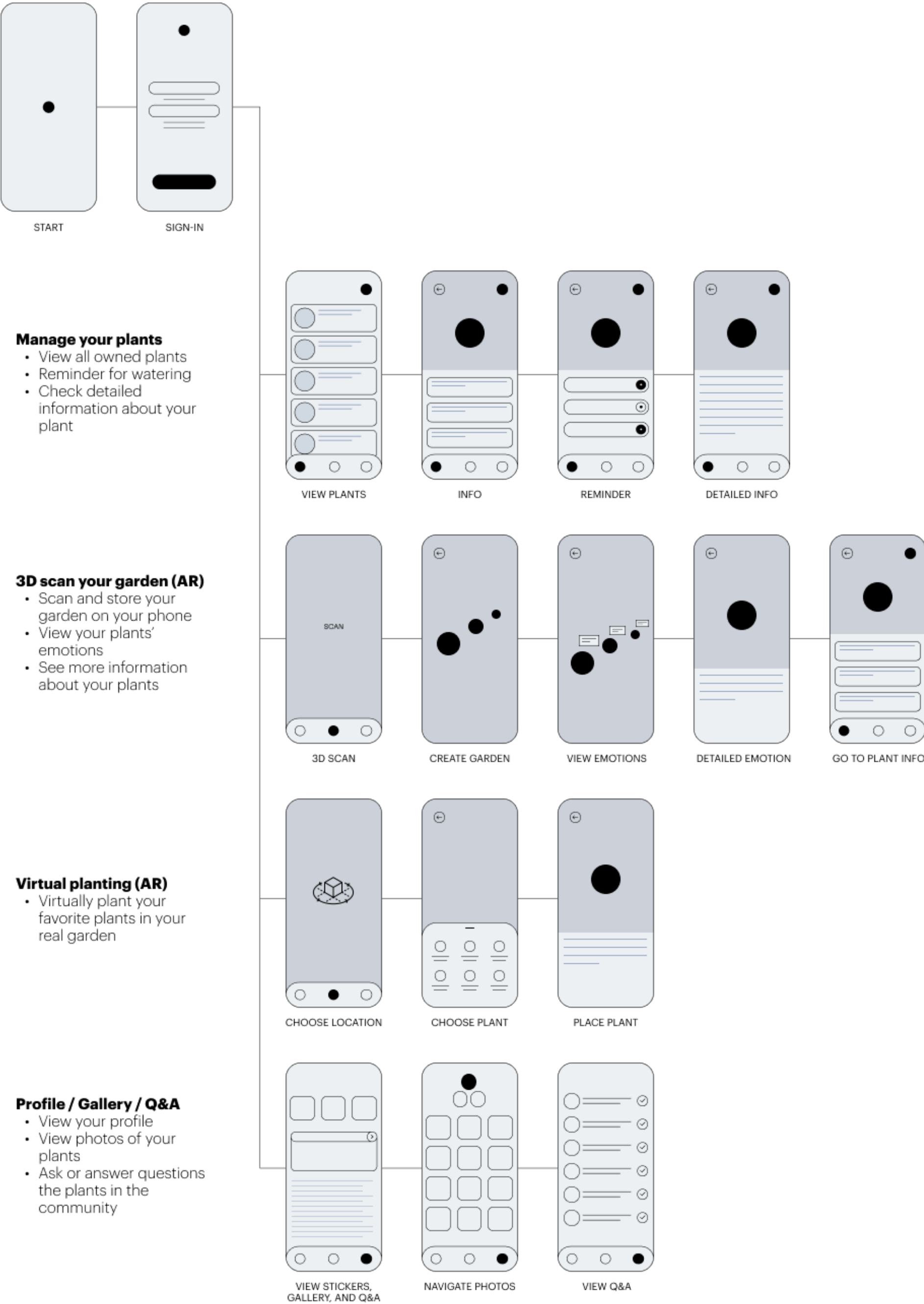
CONCEPT

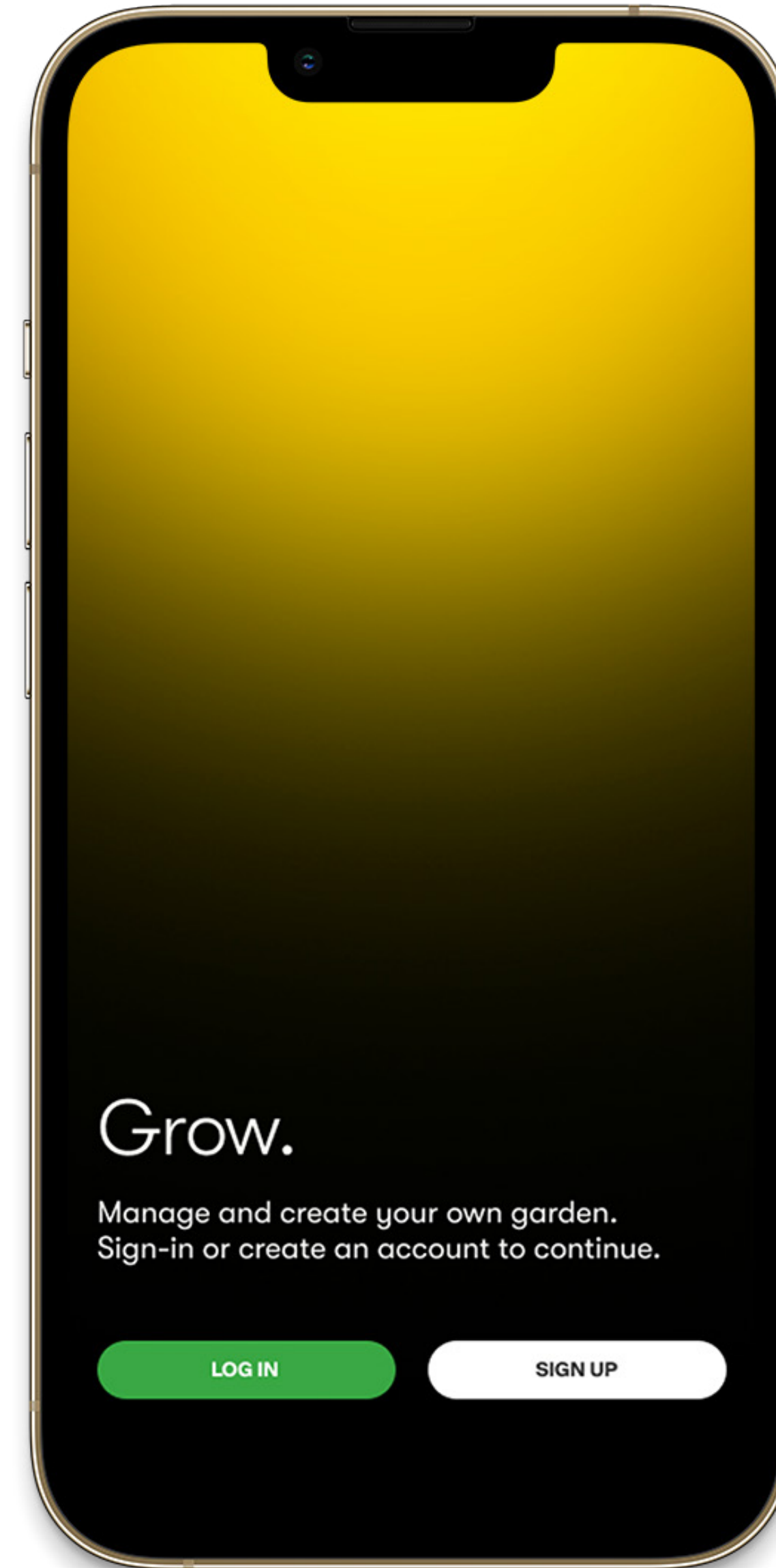
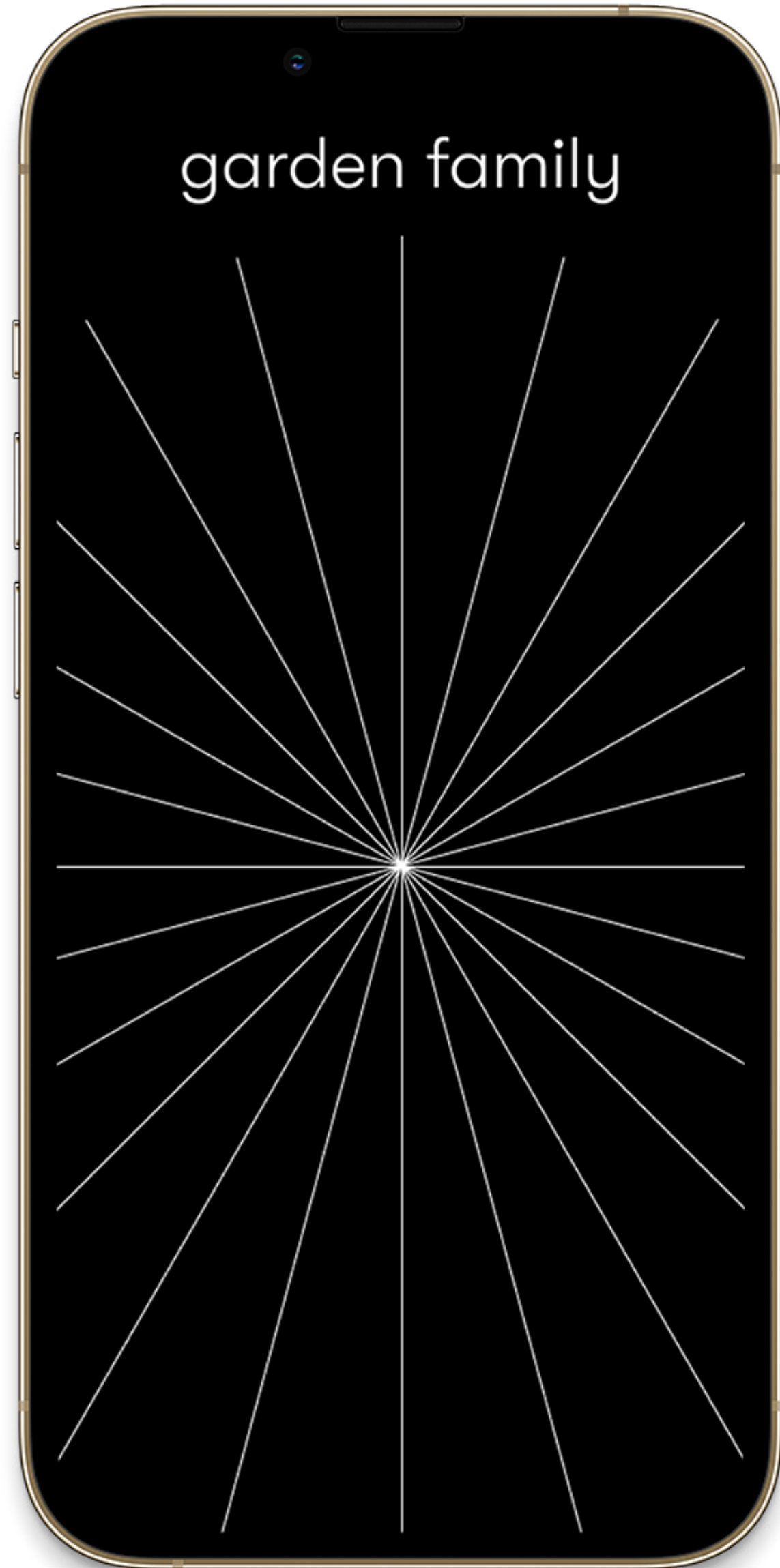
Last year due to the COVID-19 pandemic, there was a sudden boom in the home gardening industry. Some seed companies stated that it is selling six times more seeds compared to their average busy season. The increased gardening activity was largely driven by people finding themselves at home with more free time. Some started their gardens to have security in their food supply, especially at the beginning of the pandemic when grocery store shelves were empty.

But for most people, the main reason for gardening was to get outside and relieve stress. Gardening is an activity that you can create a meaningful outcome and have fun at the same time. It is a great way to enjoy your time with your family and your loved ones.

It is expected that gardening will likely remain above pre-pandemic levels through 2024 as elevated interest in home food production persists and the uptick in remote working is likely to last to some extent. So, I decided to design a product that could elevate the gardening experience for the garden owners.

WIREFRAME



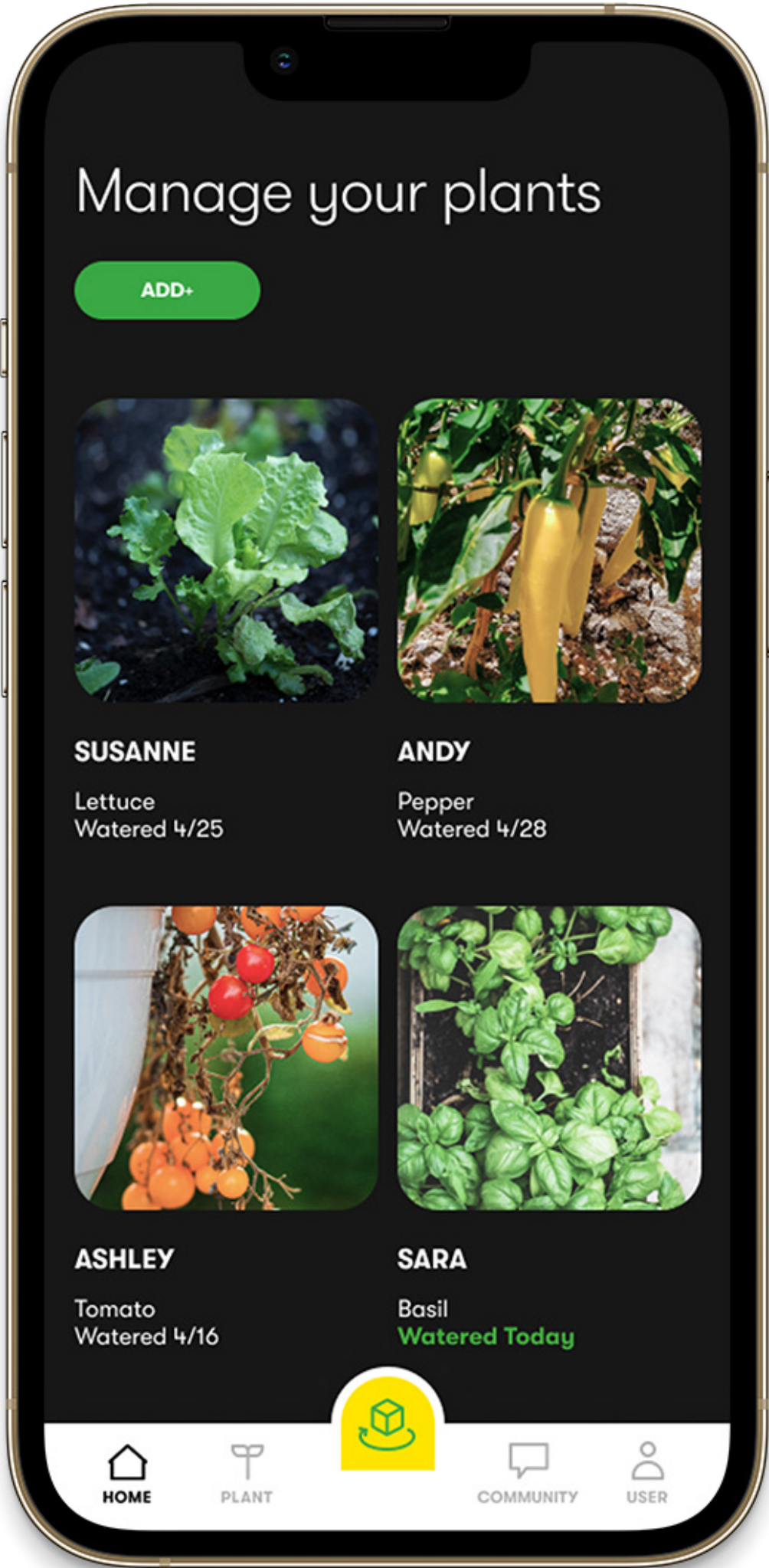


HOME TAB

At the home tab, the user can view all owned plants at a glance. The user can also add new plants.

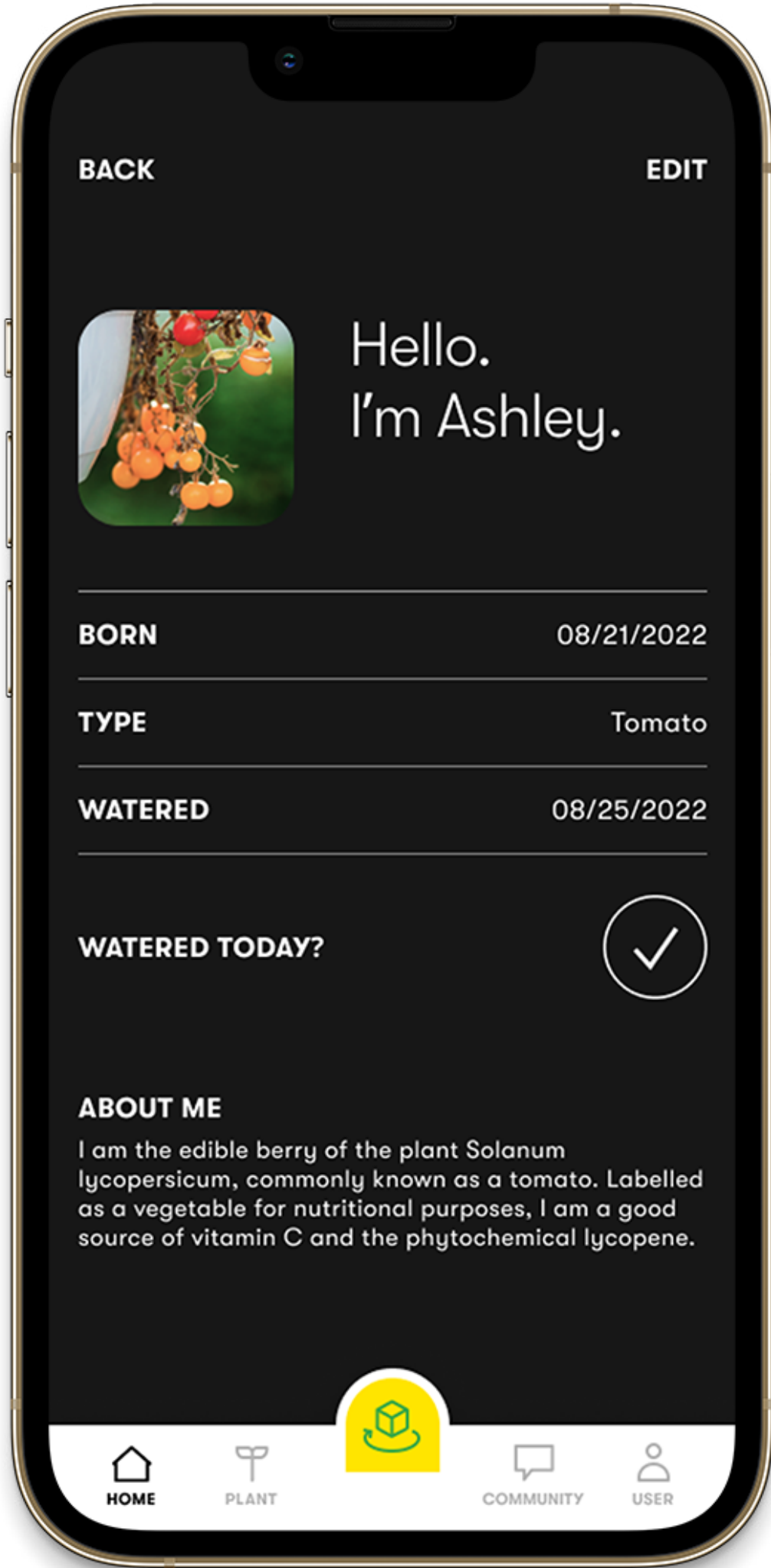
The plants are personified, meaning that the plants have names, and birth dates and can even talk to the user. This is a way to connect intimately with the user, especially the kids.

At the bottom of the screen, the user would find tips and instructions on how to raise the plant.



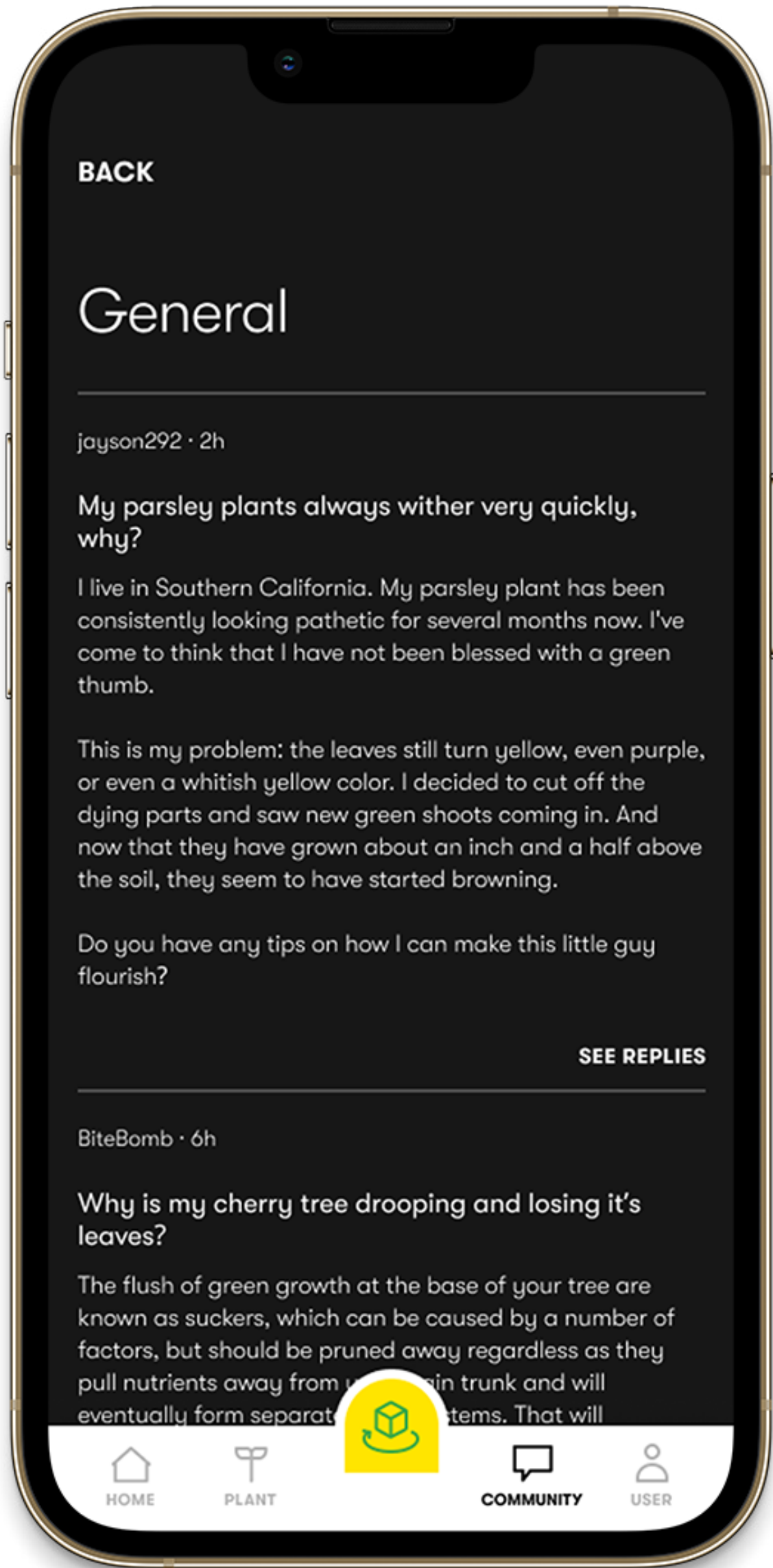
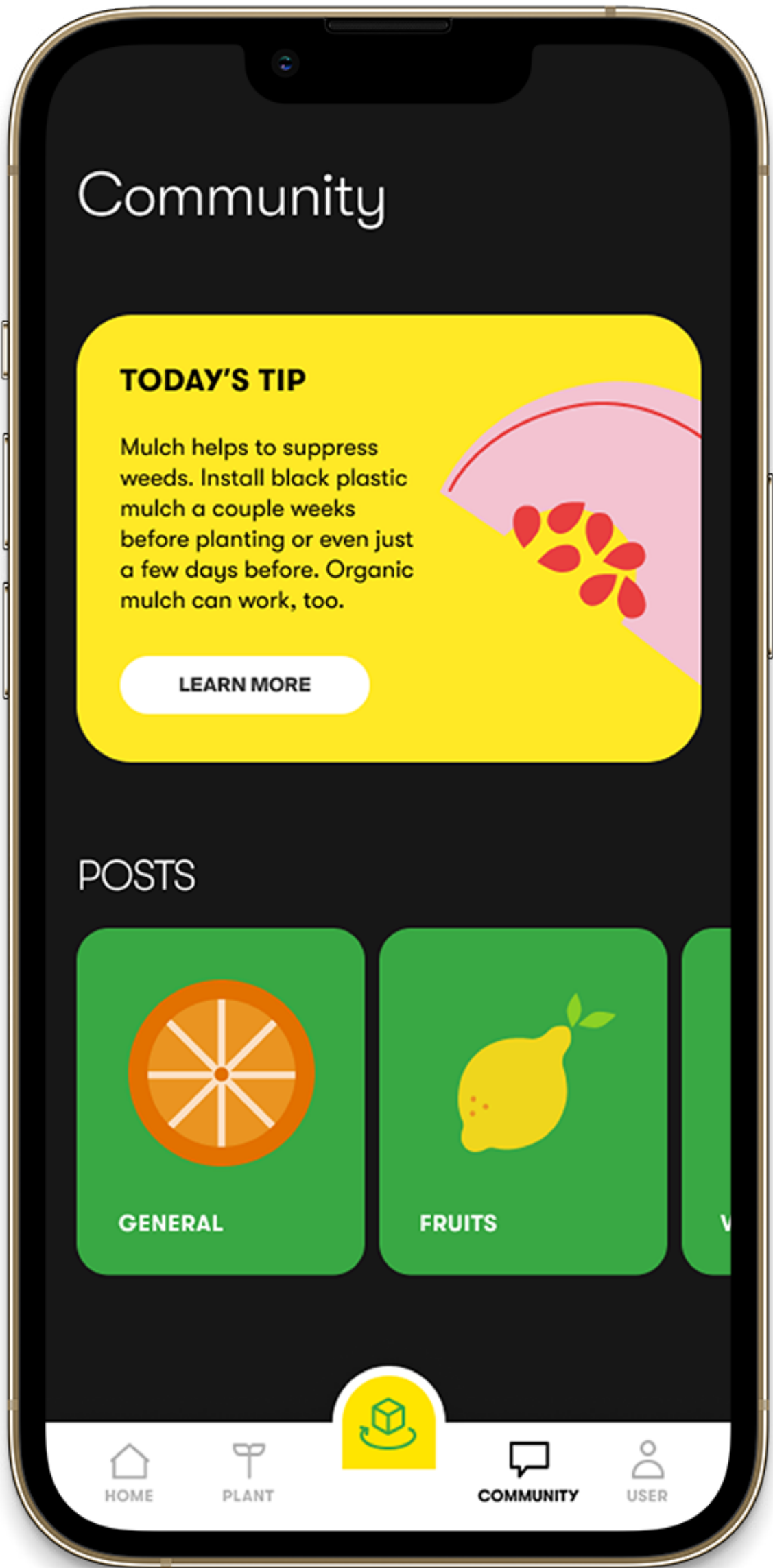
HOME-PLANT

The user can check the type of plant, date of birth, and when it was watered. Once the plant is watered, the user can tap on the “WATERED TO-DAY?” button, and the watered date will be automatically updated to “Today”.



COMMUNITY

This is the place where the user can share general information about the plants and gardening. The user can ask questions and also answer questions from others.



Manage your plants

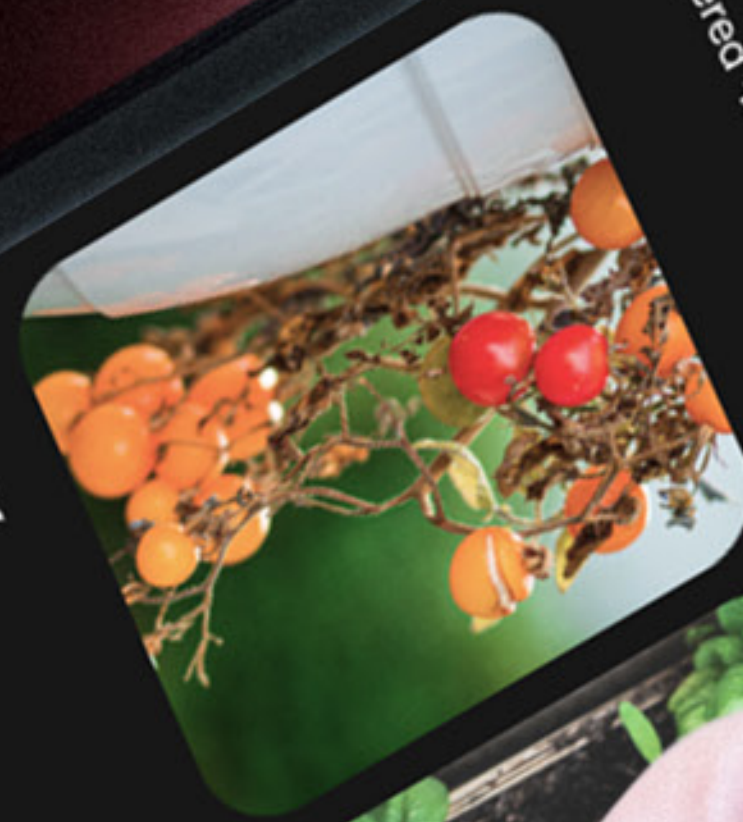
Add+



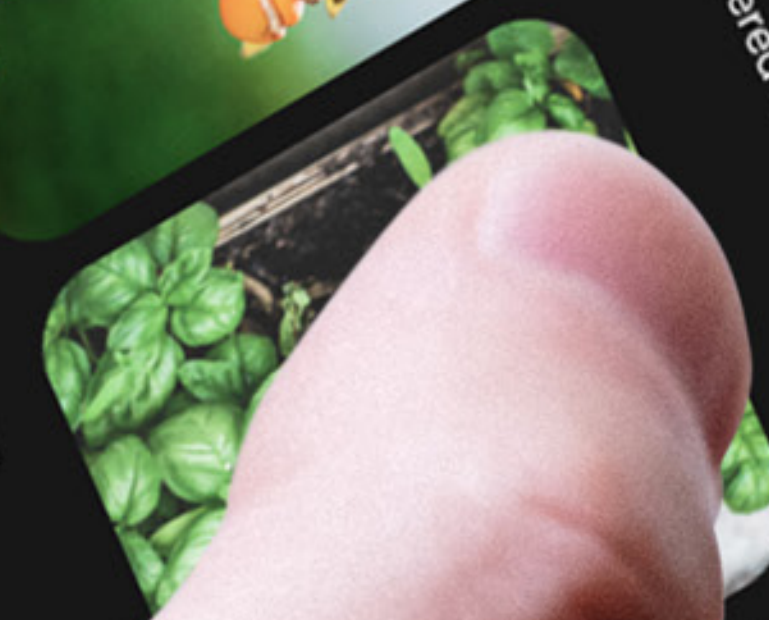
SUSANNE
Lettuce
Watered 4/25



ANDY
Pepper
Watered 4/28



ASHLEY
Tomato
Watered 4/16



SARA
Basil
Watered Today


HOME

PLANT




COMM

USER JOURNEY



garden family

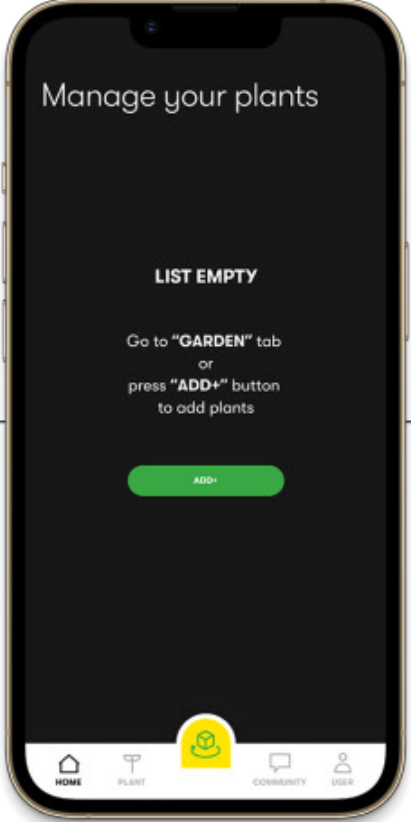
Loading screen.



Grow.
Manage and create your own garden.
Sign-in or create an account to continue.

LOG IN SIGN UP

Joey is new to the app. He creates an account and signs in.



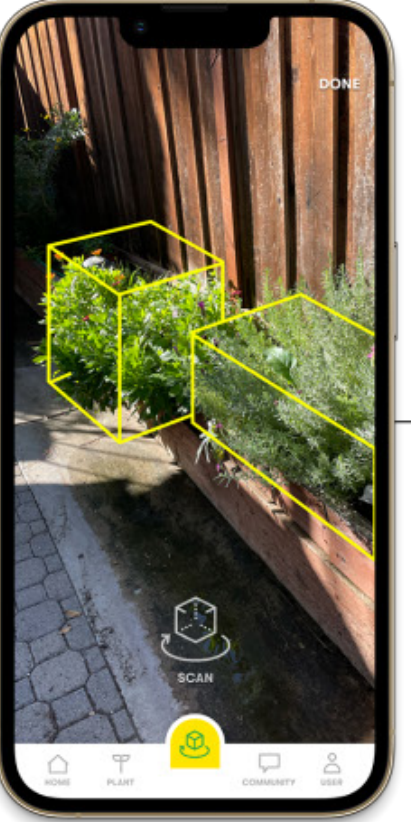
Manage your plants

LIST EMPTY

Go to "GARDEN" tab or press "ADD+" button to add plants

ADD+


There are currently no plants on the list. He decides to add his plants to the system.




DONE

SCAN

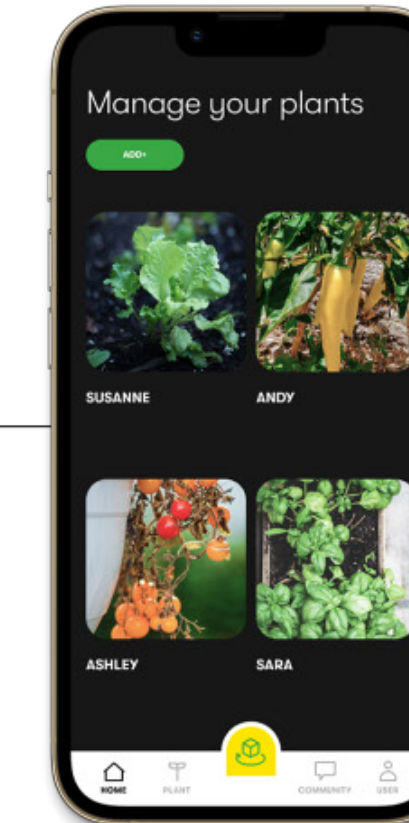
He 3D scans his whole garden and the system automatically detects the different plants.



Also, Joey decides to plant a virtual parsley to see how it will fit into his garden.



He positions the plant and presses the check button.



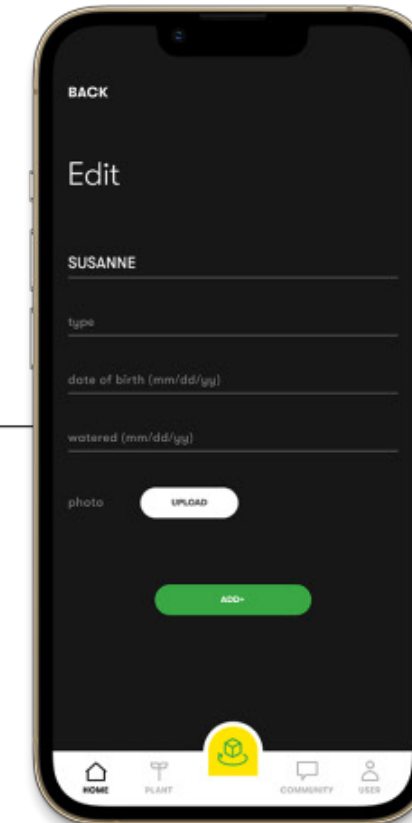
Manage your plants

ADD+

SUSANNE ANDY

ASHLEY SARA

He sees all his plants automatically added to the list through 3D scanning. He also sees his virtual plant.



BACK

Edit

SUSANNE

type

date of birth (mm/dd/yy)

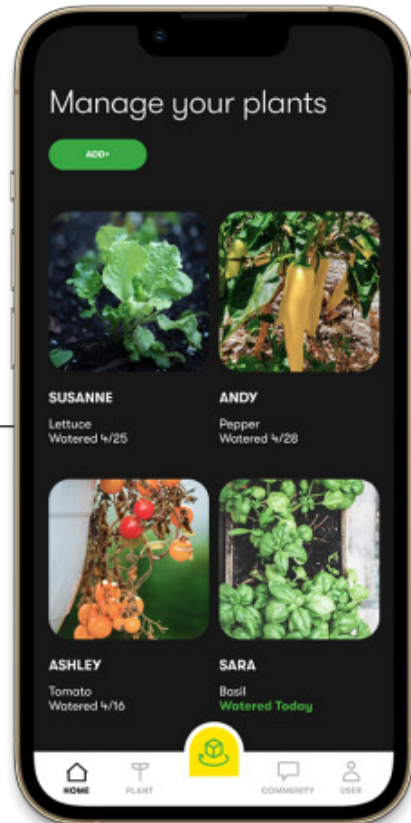
watered (mm/dd/yy)

photo

UPLOAD

ADD+

He taps on each plant to add detailed information.



Manage your plants

ADD+


SUSANNE ANDY

Lettuce Watered 4/25 Pepper Watered 4/26

ASHLEY SARA

Tomato Watered 4/16 Basil Watered Today

Now, he can see all his plants with information.



DONE

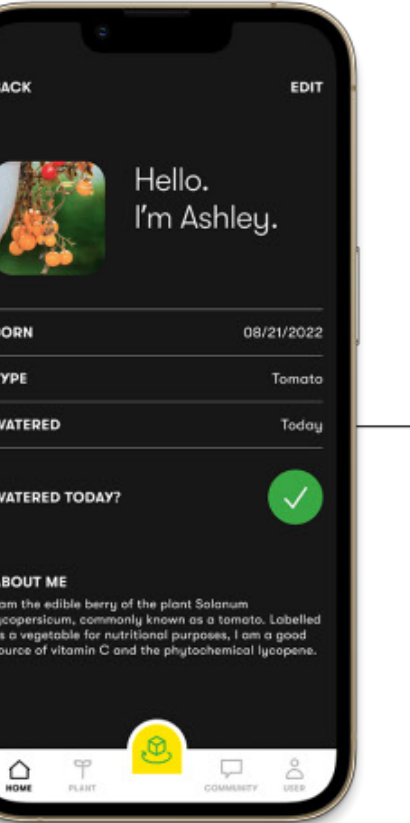
Hello!

I am thirsty...

Great to see you!

Joey navigates to the "GARDEN" tab again and views his garden with the AR camera.

He sees that the cilantro is thirsty. He waters it and clicks on the word bubble.



BACK EDIT

Hello. I'm Ashley.

BORN 08/21/2022

TYPE Tomato

WATERED Today

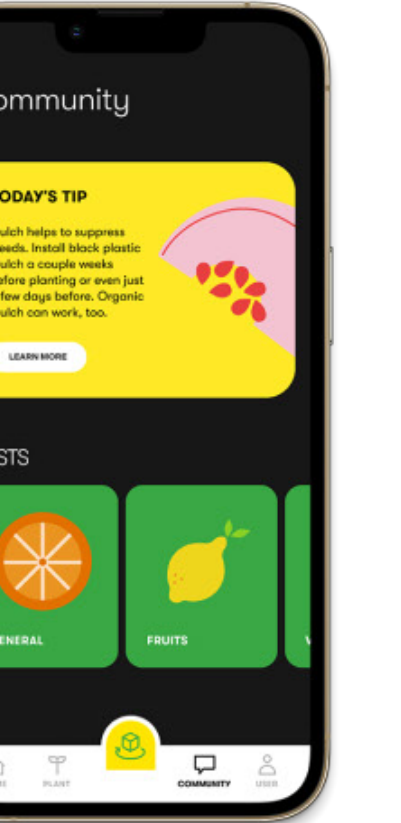
WATERED TODAY? ✓

ABOUT ME

I am the edible berry of the plant Solanum lycopersicum, commonly known as a tomato. Labelled as a vegetable for nutritional purposes, I am a good source of vitamin C and the phytochemical lycopene.

He is led to a detailed plant information page.

He tabs on the "WATERED TODAY?" button, and the watered date automatically changes to "Today".



Community

TODAY'S TIP

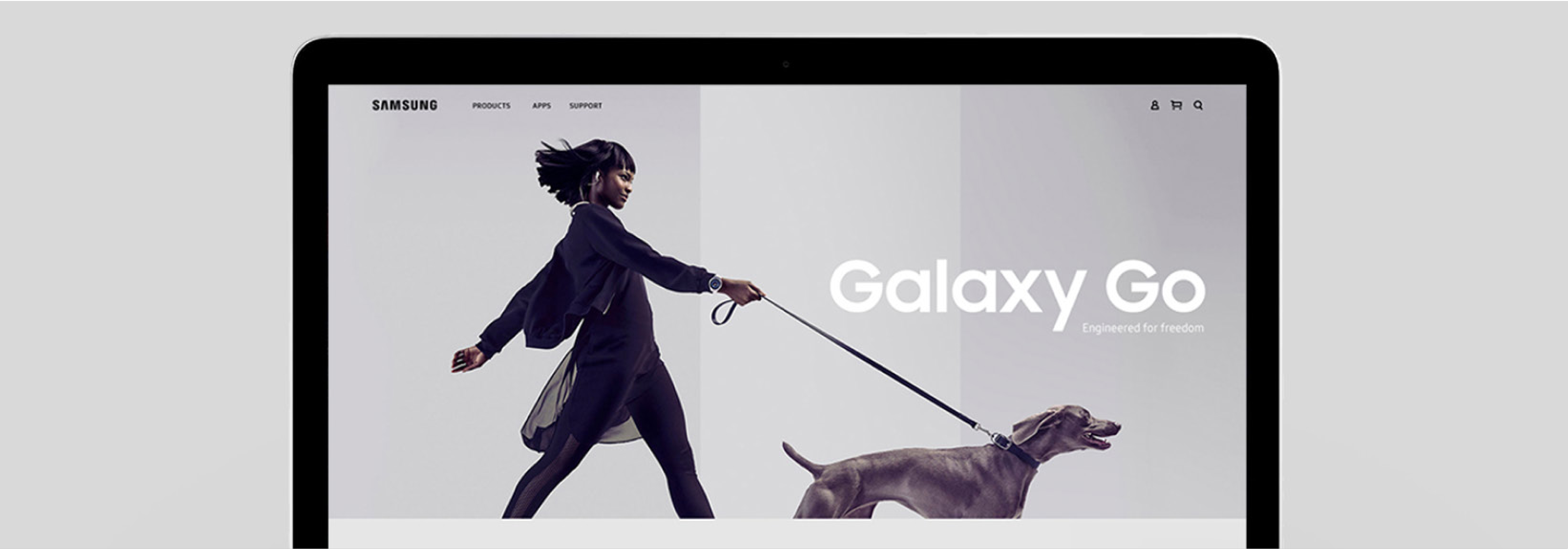
Mulch helps to suppress weeds. Install black plastic mulch a couple weeks before planting or even just a few days before. Organic mulch can work, too.

LEARN MORE

POSTS

GENERAL FRUITS

To keep the cilantro safe from the bugs, Joey navigates to the "COMMUNITY" tab and z for the information related to the pesticides.



Samsung.com

TYPE	ROLE
Web Design	User Research UX Design Visual Design

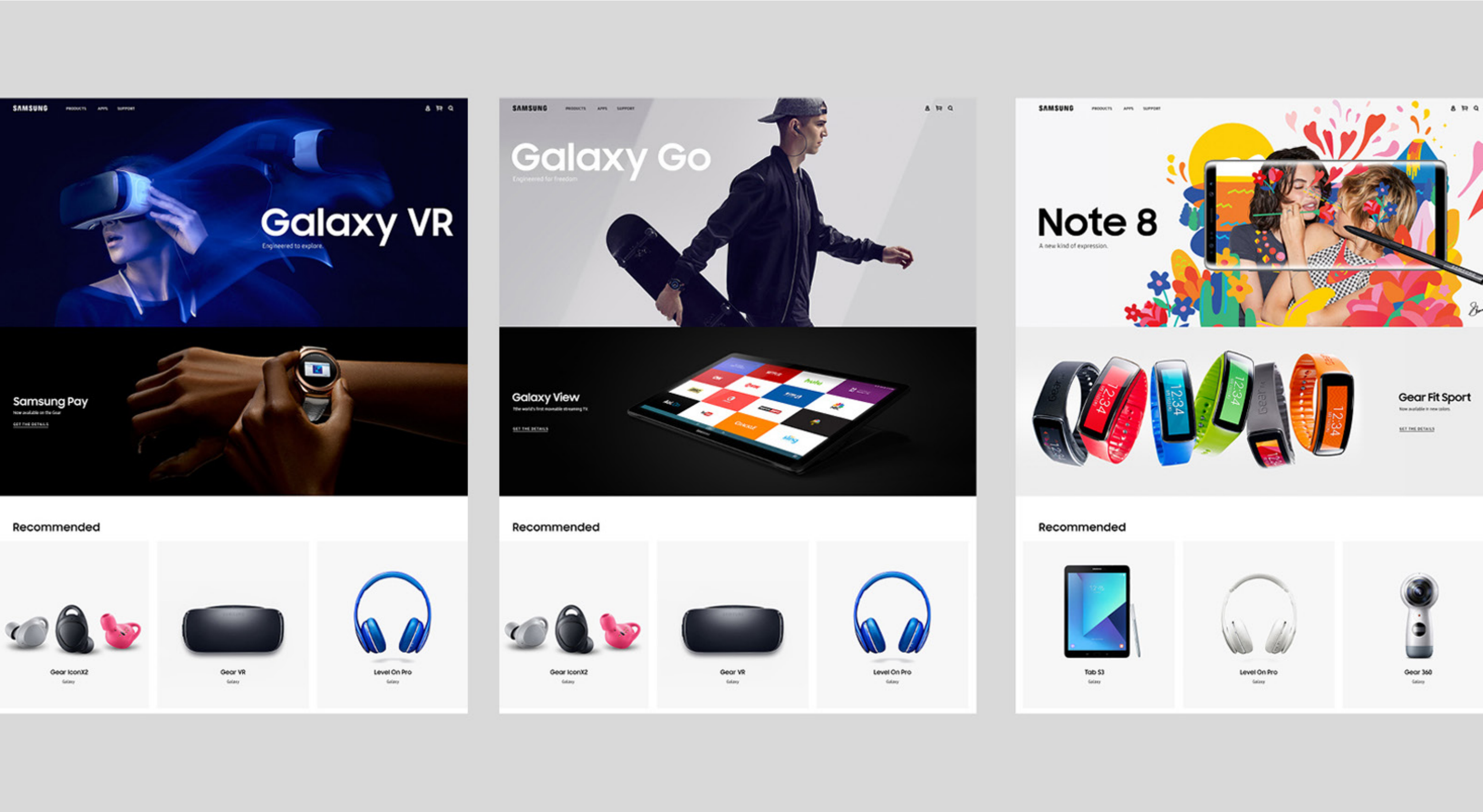
OBJECTIVE

The old Samsung.com website had zero consistency in visual tone and manners. Random use of typography confused the viewers and obstructed their user experience. The complex structure of the website made it difficult for designers and developers to update the web pages.

CONCEPT

Instead of a collection of pages, we created a component-based system using a series of content blocks that can be stacked together. Because the site covers broad products and services, the design of the components had to be clean and simple to keep design consistency across the whole site.

DESIGN



See vivid color in any light

With a curved screen and brilliant Super AMOLED display, glare is never an issue and darkness is no problem. Customize your screen to get a look that's perfect for you.



Go for days

With up to 4 days of battery life from a single charge¹, the Gear Fit2 goes the distance. Track your activities during the day and how much sleep you get at night.



Play in the rain

The water-resistant Gear Fit2 is rated IP68, so break a sweat without any worry².

Count every step and rep

With auto- and multi-sport tracking

The Gear Fit2 counts your steps the second you start and can track a variety of other activities and strength training exercises. So from work commutes to workouts to working it on the dance floor, all your moves add up.



Heart rate³
Track your heart rate all day and every second of your workout.



Calories burned
Adds up automatically and tailors to your workouts.



Steps
Automatically tracks your steps and goal progress.



Floors climbed
Automatically tracks your altitude for stairs and hikes.



Multi-sport tracking
Select to track cycling, hiking, lunges, crunches and more.



Auto-tracking³
Automatically tracks speed, distance and duration for popular cardio exercises.



Activity summaries
See your daily progress and review up to a month's worth of stored data.



Map your miles with built-in GPS

Track your pace, distance and route in real-time³ without your phone weighing you down.



SAMSUNG

PRODUCTS

APPS

SUPPORT

8 7 Q



















Revolutionary Ranges



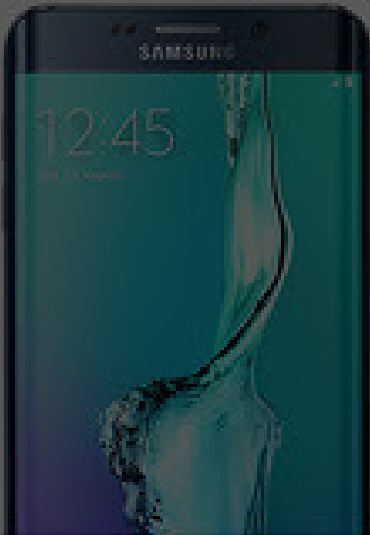

Choose Your Cooktop

[SEE ALL RANGES >](#)



Colors			
			
Reviews			
 4.8 out of 5 stars (1127 Reviews)	 4.8 out of 5 stars (2162 Reviews)	 4.7 out of 5 stars (827 Reviews)	 4.7 out of 5 stars (114 Reviews)
Display 			
5.7" Screen Size	5.7" Screen Size	5.1" Screen Size	5.1" Screen Size
2560 x 1440 Resolution	2560 x 1440 Resolution	2560 x 1440 Resolution	2560 x 1440 Resolution
Super AMOLED Technology	Super AMOLED Technology	Super AMOLED Technology	Super AMOLED Technology
Camera 			
16MP Rear Camera	16MP Rear Camera	16MP Rear Camera	16MP Rear Camera
5MP Front Camera	5MP Front Camera	5MP Front Camera	5MP Front Camera
8x Digital Optical Zoom	8x Digital Optical Zoom	—	—
Form-factor			
 Dual Edge Curved Display Screen Type	 Flat Screen Display Screen Type	 Dual Edge Curved Display Screen Type	 Flat Screen Display Screen Type
 Stylus	 S Pen Stylus	 Stylus	 Stylus


04/30 Phones




Compare (6/8)

Add up to (8) products. Select and compare up to (4) products


X CLEAR ALL



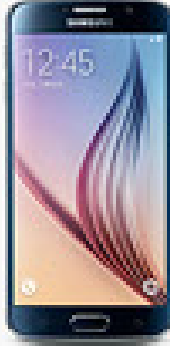
Galaxy S6 edge+
\$999.99



Galaxy Note5
\$999.99



Galaxy S6 edge
\$999.99



Galaxy S6
\$999.99

● ○

LAUNCH COMPARE TOOL

Typography

Samsung Sharp Sans and Samsung One Latin are the typefaces used on .com and other digital channels.

Hierarchy

Typographic hierarchy makes it easier for users to understand the importance of content on the page.

Readability

There are optimal line lengths, line heights, type size and weights that will make the content clear and inviting.

Typefaces

SAMSUNG SHARP SANS BOLD

AaBbCcDdEeFfGgHh

SAMSUNG ONE LATIN 700

IiJjKkLlMmNnOoPpQq

SAMSUNG ONE LATIN 400

RrSsTtUuVvWwXxYyZz

Samsung Sharp Sans is a custom version of sharp sans display, designed by Lucas Sharp in 2016. It is our primary typeface and is mainly used for our headlines and short labels.

Samsung One Latin, designed by Neville Brody is our secondary typeface. It is used to aid readability for longer descriptions, labels, subtexts and navigation.

Categories

Headline

Two type sizes are available for headlines. H1 which is the biggest out of all type options available on .com, is used very sparingly. You cannot use H1 more than once per page. Most of the headlines on .com should be set in H2, unless it is absolutely necessary to use H1.

Subheadline

It's used for texts that are secondary to the headline text, or for information that doesn't require as much attention as headlines.

Product

It is used primarily to talk about product or service names within components that are lower in the hierarchy than components that take up full-screen.

Label

This type stack is used for short labels. It can be primarily seen to call out features and technology for our products and services.

Paragraph

Most of our descriptive text and body copy are set in this type stack.

Legal & Fineprint

This type stack is only to be used for fine prints and legal copy.

CTA

Used for buttons, text links and navigational tabs.

HEADLINE

H1: Sharp Sans Bold 64pt

H2: Sharp Sans Bold 40pt, 48pt leading

Type Stack

Desktop

Grid System

The grid is the foundation in which every element on our layout is built upon. Samsung.com has two types of grid applied to the system—the responsive grid and the baseline grid. The grid system creates visual consistency while allowing content to appear in the optimal format.

Responsive Grid is based on a 4 or 12-column layout depending on the device size. We arrived at this approach after researching best-in-class solutions for sizing, resolution and more across multiple devices.

Baseline Grid ensures that the elements on the page have adequate vertical space. The vertical space is crucial for grouping content and for hierarchy.

Responsive Grid

Large

For screens > 768px, 12 columns.

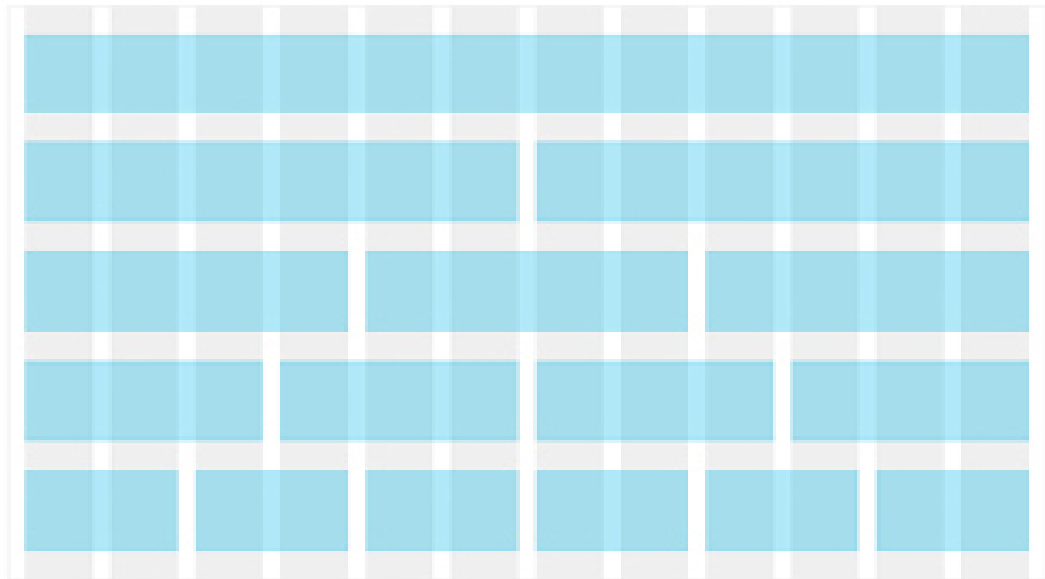
Max Width:
1440px.

Column Width:
Liquid

Gutter Width:
20px, Fixed.

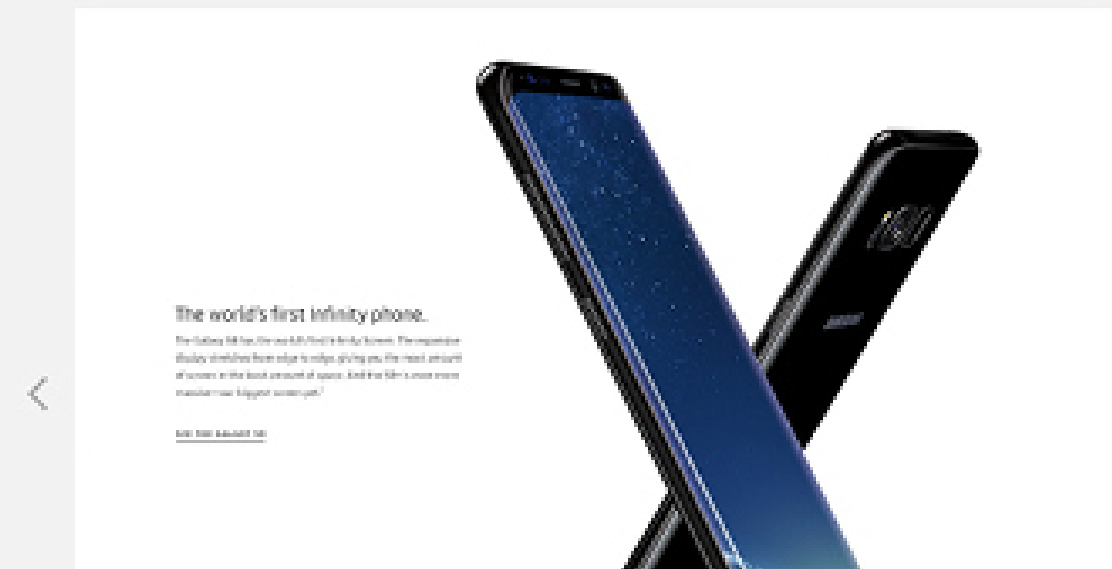
Margin Width:
20px, Fixed.

When resizing past 1440px the grid stops expanding and remains centered



Grid System in Use

Large



Color Systems

White and black are the main colors used in digital space. Purposeful use of brand color creates visual patterns that guides and orients users throughout the experience, and shades of grey are used to create hierarchy and bring warmth to the stark contrast of white and black.

Whitespace

Allow plenty of whitespace for negative space in layouts to keep users engaged and increase legibility.

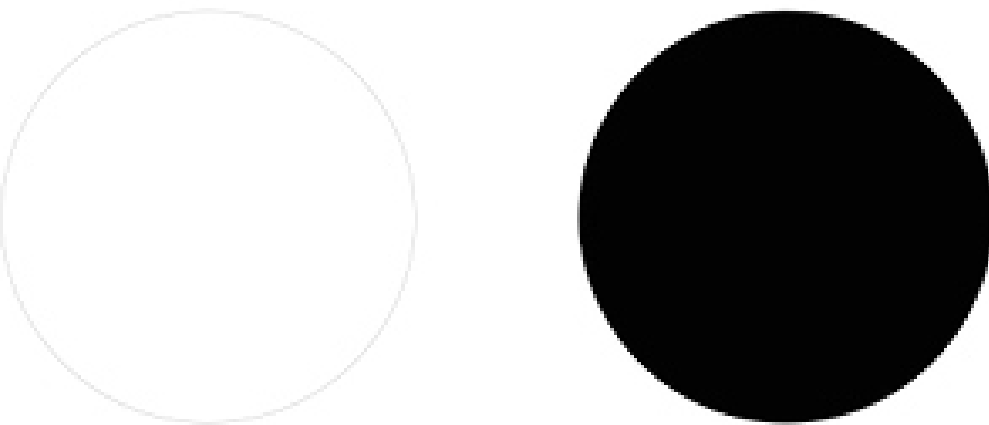
Contrast

Color contrast aids accessibility and helps pace the content for the user. Appropriate use of contrast directs attention to where it matters.

Palette

PRIMARY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc et lectus nisl. Sed at eros vitae turpis ut lacinia per tempor. Fusce malesuada quam tortor.



White #FFFFFF	R: 255 G: 255 B: 255	H: 0 S: 0 B: 100	Black #000000	R: 0 G: 0 B: 0	H: 0 S: 0 B: 0
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BRAND

Hints of brand color throughout the experience makes our site uniquely Samsung. It is generally reserved to be used for elements requiring extra emphasis. These elements include calls to action, promotional messaging, active and hover states.

Use of Deep Blue is strictly reserved for hover states of our Primary CTA.



Sae Blue #00B0F0	R: 0 G: 179 B: 227	H: 199 S: 100 B: 89	Samsung Blue #002060	R: 0 G: 49 B: 160	H: 231 S: 88 B: 43	Deep Blue #001030	R: 0 G: 24 B: 93	H: 250 S: 88 B: 36
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FUNCTIONAL



Applied Materials

TYPE	ROLE
App Design	Design Intern

CTO Group App

CTO group consists of various groups such as Engineered Optics, Energy Storage, Rainbow, Pisces, Applied Ventures, and AppliedX. They are rapidly growing, but the size is quite small because they are still in the early stage of the business.

The problem is that there is no platform for the members of the groups to come together, communicate, and share ideas to flourish the business. There is a group chat in Microsoft Teams, but it is not a suitable platform to post questions, upload photos, or develop ideas. Also, there is no one point of destination for the newly hired employees to gather resources and learn information about the group.

So I suggested creating an app for the CTO group employees where they can freely exchange ideas, ask questions, receive news from the group, and have fun. I have shown my mock-ups to the leadership team and the final design is being made.

Unfortunately, this project is under NDA.

