

KT Son

Product designer and visual storyteller based in Brooklyn, New York. Check out my work at kt-son.com. You can reach me at ktson@newschool.edu and 847-477-9534.

Education

Parsons School of Design
Expected May 2023

MFA in Design and Technology
GPA: 4.0

Northwestern University
June 2019

B.A. in Statistics
GPA: 3.75 / Dean's List 2015 - 2019

Experience

Product Design Intern
IBM
June 2021 - July 2021

- Envisioned, designed, and prototyped an end-to-end flow for an “experience site” educating developers, designers, and IBM clients on web accessibility by showcasing use of assistive technology and the IBM Accessibility Checker
- Conducted user interviews as well as brainstorming and user testing sessions to validate ideas and user flows

Statistical Analyst
Nielsen
July 2019 - Apr 2021

- Ran and analyzed Marketing Mix regression models to deliver KPI metrics to narrate stories behind marketing performance
- Pulled and manipulated data from internal database to use as model input

Graphic Design Supervisor
Student Affairs Marketing
Oct 2016 - June 2019

- Led a group of 7 designers, overseeing project management, annual goal and performance evaluations, and creativity development
- Designed 30+ campus-wide projects from 20+ departments within Northwestern University's Division of Student Affairs
- Developed print and digital ads and infographics for Northwestern Career Advancement's dress code change announcement and 2017 Career Fair campaigns, leading to a record attendance of 2,800 students

**Data Analysis
Research Assistant**
Northwestern NNSI
June 2017 - Sept 2017

- Analyzed data of 2,500 participants and 120 variables using R and SPSS to examine consumers' perceptions of corporate social responsibility
- Wrote method sections of graduate student research papers for publication in business and communications journals

Skills

UX Design
Prototyping, wireframing
User interviewing
Research & synthesis
Data analysis
HTML, CSS, JavaScript

Visual Design
Layout & grid
Brand identity, logo design
Illustration
Motion graphics
Screen printing

Tools
Figma
Sketch
Adobe Creative Suite
Python
R