Rinah Seo

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PRODUCT DESIGN EXPERIENCE

BLUPRINT **Mar 2026 – Oct 2026**

Product Designer

- Designed and launched (Sep 2026) Bluprint, a collaborative travel planning mobile app, partnering with a developer from concept to release and drawing on prior travel-industry experience.
- Owned end-to-end product design, from UX flows and mobile UI to a Figma design system, and built working screens with AI coding tools (React Native/Expo) to speed developer handoff.
- Designed core features including AI auto-planning and Discover (browse and copy other travelers' itineraries), plus the landing page, Pro upgrade flow, and animated splash screen.

NEONBRAINS **Jul 2025 – Dec 2025**

UX/UI Design Intern

- **CHARIS:** Designed and delivered a proof-of-concept for the website service, defining the core value proposition and validating early design directions with stakeholders and the engineer.
- **CHARIS:** Created and launched a subscribe landing page to streamline onboarding and support early user acquisition.
- **Praiyerly:** Enhanced accessibility and usability with WCAG-compliant color palettes and refined layouts for clarity, hierarchy, and responsiveness.
- **Praiyerly:** Designed aura-based animations for AI prayer sessions, replacing static character placement with dynamic visual feedback to deepen the sense of interaction.

ADDITIONAL EXPERIENCE

MUMOOROOM HOME DECOR **Nov 2023 – Present**

Store Manager (Part-time)

- Collaborated on the company website renewal, improving the browsing experience and increasing on-site browsing retention by 12%.

PRT TRAVEL AGENCY **Apr 2022 – Oct 2023**

Assistant Manager

- Ran post-trip customer surveys to identify recurring pain points and worked with partners to implement improvements, contributing to higher customer satisfaction.

MIRE TRAVEL AGENCY **Oct 2018 – Mar 2020**

Assistant Manager

- Redesigned the company website by researching competitors, creating layouts, and developing a new site map, doubling click-through rate and driving a 30% sustained increase in travel bookings.

EDUCATION

Design Lab **Jun 2024 – Apr 2025**

UX/UI certification

California State University, San Bernardino **Jan 2014 – Aug 2018**

Bachelor of Arts, Business Management

SKILLS

Design: Product Design · Mobile UX/UI (iOS & Android) · Interaction & Motion Design · Design Systems · Prototyping · User Research · Usability Testing · Accessibility (WCAG)

Tools: Figma (Components, Variables, Auto Layout, Prototyping) · Framer · AI prototyping & vibe coding (Claude, Expo)