

Tae Kyung Kong

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tkkong.me

Education

Cornell University College of Engineering

May 2020 / Ithaca, NY

B.S. Information Science, Systems,
and Technology

Comm and Tech, Networks, Designing
for Social Impact, Data-Driven Web
Apps, Entrepreneur and Private Equity,
Intermed Web Design, Teams and Tech

Activities

Cornell AppDev Product Designer

Fall 2017 to Present

Leading design for CU Here, a mobile
app that helps pre-freshman
discover campus life.

Cornell University Autonomous Underwater Vehicle Business Team Lead

Spring 2017 to Present

Leading web and marketing design and
managing a budget of over \$100K.

Intro to Digital Product Design Teaching Assistant

Fall 2017 to Present

Assisting in lectures and workshops and
leading weekly critique groups for 6
design students.

Tools

Sketch, Origami Studio, Adobe Xd,
InVision, HTML/CSS, PHP, SQL, MATLAB

Experience

Facebook · Product Design Intern

Summer 2018 / Menlo Park, CA

- Designed for Facebook's e-commerce platform, Marketplace, as a member of the Buy and Sell Groups team.
- Led cross-functional design process for an end-to-end experience to help buyers discover products in their communities.
- Launched growth experiments with engineers to increase metrics.
- Created Origami interaction patterns for internal use.

Mantl (Techstars'16) · Product Design Intern

Summer 2017 / New York, NY

- Redesigned onboarding flow which increased sign-ups by 3x.
- Created a comprehensive style guide with front-end developer to maintain consistency in components.
- Researched and designed features for a scalable mobile banking application.

Italia Innovation Program · Design Consultant

Summer 2017 / Treviso, Italy

- Designed and implemented a strategy to change De'Longhi Group's brand perception from comfort appliance to wellness product.
- Introduced a new B2C business model that provides an on-demand rental program to customers.
- Presented work to De'Longhi Group's Director of Innovation and Head of Product Marketing.

Projects

Pixelcode · Co-Founder, CEO

Winter 2018 to Present / pixelcode.io

- Pixelcode is a web-based tool that instantly transforms designs into industry standard Swift code.
- Finalists at 2018 Princeton's TigerLaunch and Cornell's Big Idea pitch competitions.

Easybank · Hackathon Grand Prize Winner

Fall 2016 / New York, NY

- Led design and front-end development for a simplified banking experience for the elderly at the 2016 Cornell Fintech Hackathon.