

Eubin Baek

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Experience

Clir : Dietary Restrictino Food Filtering App

Mar 2026 – Present

Product Manager / UX Designer

- Identified that dietary-restricted users were manually reading every ingredient label while traveling or grocery shopping; led product strategy and UX to solve this with instant barcode/OCR-based filtering
- Designed full IA, UX flow, brand identity, and UI; App Store launch planned Jun 2025

Plink : AI-Powered Couple Calendar App

Mar 2026 – Present

Frontend Developer / UX Designer

- Addressed the common pain of forgetting anniversaries and struggling with gift ideas.
- Designed an AI agent-powered couple calendar with smart alerts, gift recommendations, and shared scheduling / App Store launch planned Jun 2026

Project

Weddit : Smart SAAS Platform for wedding planners

Mar 2025 – Aug 2025

UX/UI

- Found that planners were switching between 4–5 disconnected apps daily; designed an all-in-one web + mobile SaaS unifying scheduling, AI styling, and contract automation
- Led brand identity iterated on AI feature UX post user testing, improving consent flow.

LinQ : Smart Caring App for Autistic Children

Aug 2025 – Oct 2025

UX/UI

- Uncovered that general teachers lacked real-time tools to support autistic students in inclusive classrooms; designed a wearable-linked mobile app with behavior detection, noise filtering, and AI-guided routines

Education

Kookmin University — Seoul, Korea

Mar 2022 – Feb 2027

B.F.A. Visual Communication Design · Minor: Industrial Design

Abroad

Global PBL Program — Irvine, CA

Mar 2026 – Aug 2026

Exchange Student — Strate École de Design — Lyon, France

Sep 2025 – Feb 2026

Interaction Major Courses : collaborated with multicultural teams

Activities

“H.U.T” KMU VCD Design Club - Editor & Web Designer

Mar 2025 – Present

KMU Film Photography Club “withilght” - President

Dec 2023 – Dec 2024

Skills

Design:       

Development: HTML, CSS

Languages: Korean (Native), English (Professional Working Proficiency)