

Eubin (Ronnie) Baek

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Summary

Product manager, project lead, and multidisciplinary designer experienced in launching digital products, building scalable operations, and creating experiential campaigns. Launched **Clir**, an AI-powered food safety app; led a **250-member university organization**, driving **1.4x participation growth**; and delivered a typeface campaign with a **98% conversion rate**. Seeking opportunities in **brand, product, or experiential marketing**, combining project leadership with end-to-end design execution.

Education

Kookmin University

B.A. in Visual Communication Design, Minor in Industrial Design

- Global PBL Program, UX/UI (Mar-Aug 2026, Irvine, CA): Earned a place in Kookmin University's flagship U.S. program as a **top 1% applicant** for AI project training and industry placement.
- Exchange Student, Interaction Design (Sep 2025 – Feb 2026) : Strate École de Design, Lyon, France

Experience

Clir

Mar 2026 – Present

Product Manager

- Led the end-to-end design and **App Store launch** of an **AI-powered food safety app** (React Native, Supabase, OpenAI), owning product strategy, user research, UX, feature prioritization, and delivery.
- Designed a personalized decision experience that transforms barcode and ingredient-label data into clear dietary-risk guidance.
- Translated insights from **7 in-depth interviews** and an analysis of 5 competitors into product decisions, including a **multi-profile feature** for users shopping on behalf of family members.

Central Film Photography Club

Dec 2022 - Feb 2024

President

Seoul, South Korea

- Led a **250 member** university-wide student organization, overseeing cross-functional teams, two annual exhibitions, schedules, and an **annual budget of KRW 5M+**.
- Built operating guides and tracking systems for mentor matching, film education, and darkroom reservations, increasing new-member exhibition participation **1.4x to 56 members** and **mentor participation 2x+**.
- Promoted exhibitions through Instagram, a campus community platform, and print posters, attracting **approximately 340 visitors**; the operating system remains in use **2+ years** after my term.

17th KMU Arts Exhibition: MetaDEX: Meta-Design Experiment

Sep - Nov 2022

Experiential Marketing Designer

Seoul, South Korea

- Launched an original typeface through a **9-day experiential activation**, generating **194 verified font distributions** within a 4-person team.
- Designed a participation-to-distribution funnel that converted **98% of booth participants** into font recipients through message creation and email-based delivery.
- Developed the campaign's full visual experience, including posters, signage, participation guides, and booth design, connecting offline engagement with measurable digital distribution.

Skills

Product & Strategy: Product Management, User Research, MVP Scoping, Feature Prioritization, Competitive Analysis

Project Management: Project Planning, Cross-functional Coordination, Timeline & Budget Management, Process Design, Stakeholder Communication

Brand & Marketing: Brand Communication, Content Strategy, Experiential Marketing, Audience Engagement, Launch Planning

Design: UX/UI Design, Brand Identity, Visual Design, Editorial Design, Information Architecture, Wireframing, Interactive Prototyping

Tools: Figma, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)

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