Shinae Kang —

Your problem is my playground

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I'm Shinae Kang, a designer and illustrator who grew up devouring comic books and TV shows. I fell in love with their stories and the worlds they built, which made me want to create my own. As far as I can remember, I filled piles of sketchbooks with stories and characters. Today, I continue that through design and art.

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My long-standing love for visual storytelling found its way into graphic design and UI, later expanding into art direction and UX. With experience across both art and design, I approach design, and at times illustration, as problem solving. I start from what people actually need, or what I would need myself, and consider how it feels, not just how it works.

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Over the course of my career, I've worked across a range of environments, from branding in Korea to a digital creative agency in China, consulting roles with global companies in Sweden, and as an in-house designer at a SaaS startup. I've also worked independently on branding and illustration. Each setting has its own pace, expectations, and challenges. I like this range, it's more fun this way. I believe this has made me adaptable, able to move between roles, and comfortable navigating different ways of working and expectations.

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Long story short, I like working with structure and playing with visual ideas. Finding the right balance is something I've learned through experience across different environments and disciplines, and I bring that into every project. If our paths cross, I'd be glad to create something interesting together.

DIRECTION

- Art direction
- Concept development
- Product discovery
- Stakeholder alignment
- Client presentations

DESIGN

- Digital product design (UX, UI)
- Graphic design
- Brand identity
- Illustration & character design
- Packaging design

DELIVERY

- Design system
- Brand guideline
- Design handoff & documentation
- Design quality assurance

CONTACT

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PDF

Portfolio link 🔗

WEBSITE

parttimetiger.com

Multidisciplinary designer
Self-employed, Remote &
Göteborg, Sweden

2024 - Present

- Self-employed designer working across branding, visual direction, and illustration for physical and digital products.
- Long-term collaboration with a children's skincare brand, leading visual direction across product lines and online presence through character-based key visuals, seasonal releases, and e-commerce content.
- Run an independent illustration practice, producing prints and goods sold online and at local markets.

Lead UX designer
Touchtech
B2B SaaS company
Remote & Göteborg, Sweden

2021 - 2024

- Lead UX designer for digital sales tools used by fashion brands — Bestseller Group and Puma — connecting physical and digital sales workflows.
- Designed a B2B wholesale sales platform covering multiple stages of the ordering process, reducing reliance on physical samples and showroom visits and simplifying catalogue creation and sales support.
- Ran regular user interviews and quick tests, iterating features and interfaces based on feedback to speed up release.
- Worked closely with designers, developers and stakeholders throughout development to ensure correct implementation.

UX designer
inUse
UX consultancy
Göteborg, Sweden

Clients
Volvo Group/Mat.se/Qmatic

2019 - 2021

- UX Design Consultant embedded in client teams; conducted research, turned insights into design decisions, and coordinated with product stakeholders.
- Redesigned the structure and UI of an internal HR system to simplify user journey and reduce daily friction.
- Built a collaboration feature for the online grocery application and proposed new visual concepts.
- Improved data handling and visualization, balancing structured releases with iterative feedback from internal sales teams.
- Produced internal graphics and illustrations for inUse.

Creative director
Reign Design
Digital product agency
Shanghai, China

2017 - 2018 **Creative director**
2016 - 2017 **Associate creative director**
2013 - 2016 **Senior Designer**
2010 - 2012 **Junior Designer**

- Worked with international brands and Chinese startups across UX/UI, visual direction for applications and campaigns, and illustration, supporting product and campaign launches.
- Presented concepts, led client meetings and interviews, and directed design work across the team.
- Delivered production-ready assets for websites, mobile apps, and digital brochures used in public releases and events, reviewing final outputs to ensure they met product requirements and visual standards.
- Designed and released in-house products and games.

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