

Steve Jung

Marketing Technologist | UX/UI Design & AI-Powered Automation

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PROFESSIONAL SUMMARY

B2B Marketing Technologist spanning brand design, digital execution, and AI automation.

- **End-to-End Production:** Independently led marketing production at AVYCON — from print/catalog design and trade show collateral to UX design and web development.
- **AI Automation:** Built and shipped AI-powered internal tools using Claude API and Cursor AI, without relying on external engineering resources.
- **Cross-Border Coordination:** Managed async collaboration across U.S./Korea teams via Asana, with a strong feedforward-driven feedback practice.

CORE COMPETENCIES

AI Tool Dev & Automation	Front-End Web Dev (Velo/React)	SaaS Product Launch	UX / UI Design (Web, Mobile, Game)
Brand Identity & Visual Design	Print & Catalog Design (50+ pieces)	B2B Product & Campaign Marketing	
Trade Show & Event Production	Cross-Border Project Coordination		

PROFESSIONAL EXPERIENCE

Marketing Manager

AVYCON – B2B Security Camera Manufacturer | Irvine, CA 2021 – Present

Functioning as the team's de facto AI Marketing Specialist — building and shipping AI-powered tools alongside core marketing duties.

AI Tools & Web Development

- Built multiple AI-powered tools with Claude API, Cursor AI, and v0 — no engineering team involved.
- AI Spec Reviewer: validates product specs vs. U.S./UL standards, cutting 3-hr manual process to 15 min. (ai-spec-review.vercel.app)
- Accessory Guide Generator: auto-generates multi-language combo docs; replaces 2–3 hrs of per-project manual work. (avycon-accessory-guide.vercel.app)
- Rebuilt avycon.com: 138-page spec → Figma UX → Wix Velo CMS build (mega menu, multi-filter, 5-product comparison, 4-language).
- Launched Starllion™ Cloud VMS SaaS from zero: brand identity, 30-page Wix site, iOS/Android listings, 5 social channels — solo in 15 days.

Design & Content Production

- Sole designer for 50+ print and packaging pieces: catalogs, spec sheets, flyers, trade ads, and product packaging.
- Directed digital campaigns, social media content, and YouTube video production across all B2B marketing channels.
- Designed international trade show booths (3D renders, graphics, logistics) for ISC West, Intersec Dubai, SECON Seoul, Security Show Tokyo.

WORKFLOW & PROJECT COORDINATION

- Built Asana and Notion systems for async coordination of U.S./Korea teams and 5+ external vendors.

EDUCATION

Bachelor of Arts — Visual Communication Design

Kookmin University · Seoul, South Korea (Nationally ranked design program)

TECHNICAL SKILLS

AI & Dev

Claude API · Cursor AI · v0 (Vercel) · Claude MCP · React/Next.js · Wix Velo (JS) · Three.js · GitHub · Vercel

Marketing

B2B Product Marketing · SaaS Launch · Trade Show Production · Digital Campaigns · Social Media · Print

Languages

Korean (Native) · English (Professional Working)

Design

Figma · Photoshop · Illustrator · Adobe XD · Premiere · After Effects

Tools

Asana · Notion · MS Office + VBA · Google Workspace

PORTFOLIO

[stevejung.dev](#)

Next.js + Three.js + GSAP — self-designed and deployed, showcasing the projects below.

LIVE PROJECTS — BUILT & SHIPPED SOLO

PROJECT	URL	DESCRIPTION
avycon.com Renewal	avycon.com	138-pg spec + Figma UX + Velo CMS; 4-language global platform
Starllion™ Cloud VMS	starllion.com	Zero-to-launch SaaS: brand + 30-pg site + iOS/Android + 5 SNS
AI Spec Sheet Reviewer	ai-spec-review.vercel.app	Claude API spec validation vs. U.S./UL standards — 3 hrs → 15 min per product
Accessory Guide Generator	avycon-accessory-guide.vercel.app	Auto-generates 4-language combo docs; replaces 2–3 hrs manual assembly per project
Three.js Material Editor	threejs-material-editor.vercel.app	3D model material editor (GLB/FBX/OBJ) for web portfolio integration
STREAMIX (React/Next.js)	streamix-green.vercel.app	Full streaming UI with live TMDB API — Next.js App Router + Tailwind CSS

PRIOR EXPERIENCE — SEOUL, SOUTH KOREA

COMPANY	ROLE	PERIOD
Media4One	Freelance Web Designer & Publisher — enterprise websites	2018 – 2020
eToyLab	Co-founder & Project Director — mobile / VR / social casino games	2015 – 2017
NHN Ent.	UX/UI Designer & Project Director — game UI/UX	2013 – 2015