Nayeon (Lina) Kim

UX | UI | Product Designer

🏠 kimlina.com
✉ kim.lina.nayeon@gmail.com
in linkedin.com/in/kim-lina

EXPERIENCE + PROJECT

DIGITAL MARKETER | FMS | 2023

- Collaborate with the digital marketing manager to revise a homepage, payment page, digital marketing page, and partnership page, a set of consumer-facing web pages for people to discover better deals for merchants.
- Provided digital marketing flyers to advertise the company and designed all kinds of PowerPoint presentations for multiple clients and styles.

ELC ACCESSIBLE BEAUTY HACKATHON | UX Designer | March 2022

- Conducted user interviews to determine user needs and pain points of visually impaired users and synthesized user insights into feasible design decision-making for accessibility.
- Researched industry trends and used competitive analysis methods to analyze the data into a persona, customer journey, user flow, and wireframes.
- Communication and implementation of a user-centered technical strategy based on user interview insights into solutions with development partners, including designers and engineers.

INTERCAST | UX and Visual Designer | August 2022

- Promoted a startup B2B ed-tech company to monetize by designing the UX/UI of a web application concept discovery to delivery.
- Delivered 2+ iterations of wireframing, prototyping, and usability testing which improved the user feedback based on the System Usability Scale (SUS) score from 81 to 93.1.
- Create a user interface design by establishing an expandable design system, branding, style guides, mock-ups, and logo in Figma.
- Work collaboratively with the founder and 2 UX designers to lead the scope, prioritization, and time management.

HINGE | UX Design Project | General Assembly | July 2022

- Redesigned a mobile online dating app to increase safety features and received average user ratings of 4.8 for ease of use and 4.5 for product value 5.
- Developed an innovative, high-fidelity prototype by building mid-fidelity wireframes and prototypes, and conducted two rounds of evaluative usability testing with 5+ participants using Zoom.

EDUCATION

GENERAL ASSEMBLY | April - September 2022

UX Design Immersive Certification

SAVANNAH COLLEGE OF ART AND DESIGN | 2016 - 2018

Bachelor of Fine Arts & Graphic Design

SKILLS

TECHNICAL

Competitive Analysis
Ideation
Interaction Design
Prototyping
User Research
Usability Testing
UI Design
UX Design
Service Design
Graphic Design

TOOLS

Sketch
Figma
Photoshop
Illustrator
Indesign
Invision

LANGUAGES

English
Korean