LINA KIM

UX | UI | PRODUCT DESIGNER

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SKILLS

DESIGN SKILLS: User Experience Design, Human Centered Design, Product Design, Visual Design, Interaction Design, Graphic Design, User Interface Design, Service Design, Interactive Design, User Research, Competitor Analysis, Design Mockups, Storyboards, Journey Maps, User Scenarios, Contextual Inquiry, Sketches, User Flows, Site Maps, Persona, Style Guides, Wireframe, Prototype, Usability Testing, Concept Testing, Information Architecture, Agile Methodologies.

DESIGN TOOLS: Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, Indesign), Microsoft Office, Wix, Invision.

PROJECTS

INTERCAST | UX and Visual Designer | Aug 2022 | 3 weeks
- Enabled the startup B2B ed-tech company to monetize by designing the UX/ UI of the web application concept to the final hand-off through 2+ iterations of wireframing, prototyping, and usability testing.
- Improved user satisfaction by integrating complex systems of podcasts into learning management systems to tailor to the needs of professors struggling to find reliable and relevant podcasts to utilize in their classes.
- Creating and refining the visual identity design by establishing an expandable design system, branding, style guides, and mockups in Figma, while collaborating with the founder and other team members of UX designers.
- Work closely with our UX team to lead the scoping, prioritizing, and planning project work.

HINGE | UX Designer | July 2022 | 2 weeks
- Designed a new mobile application feature to determine someone's personality quickly and redesigned the existing feature of face verification to secure the safety of the online dating app to increase safety and users committed to both features values are 4.6 out of 5.
- Conducted user interviews to determine users' needs and pain points, researched the company goals, and used various research methods to analyze the data into a persona, journey map, process flows and user flows.
- Developed an intuitive, high-fidelity prototype by building mid-fidelity wireframes and prototypes, and conducted two rounds of evaluative usability testing with 5+ participants using Zoom.

EXPERIENCE

GENERAL MANAGER | Cafe Hot Wing | 2017 - 2021
- Oversaw the daily operations of a restaurant to effectively recruit and manage employees and work closely with employers to determine their specific needs.
- Assisted the customer with the problem, empathized with the situation, and acted immediately to address the complaint and handle the customer's complaints.
- Increased customer loyalty by offering rewards to returning customers with improved net income.

EDUCATION

GENERAL ASSEMBLY | Remote | April - September 2022
UX Design Immersive Certification

SAVANNAH COLLEGE OF ART AND DESIGN | Atlanta, GA | 2016 - 2018
Bachelor of Fine Arts & Graphic Design

RECOGNITION

SCAD Secession 2018 | Bronze
SCAD produces "Secession," a professional-quality portfolio book capturing the best and most recent student work.