

# Choa Kim

## Product Designer



Passionate and skilled Product Designer with expertise in both UX and UI design. My primary goal is to deliver exceptional user experiences (UX) and user interfaces (UI) that align with a company's objectives and users' needs.

I am dedicated to crafting user experiences that inspire users to return for learning, joy, and convenience. By doing so, I seek to attract new users and retain existing users.

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## UX/UI Design Project

### Redesigning the Cambridge University Press & Assessment website

Nov 2023 / Self-initiated

- Crafted a visually engaging Learning English page, resulting in a modern and user-friendly online learning space.
- Improved the filter feature by introducing 'Most popular interests,' enabling users to discover resources aligned with their learning goals.
- Demonstrated a commitment to user-friendly solutions and a passion for enhancing language learning experiences.

### Mobile App - A health app that fits into your daily life

Jan 2023 - Oct 2023 / CareerFoundry

- Applied the user-centred design process and a mobile first approach to design a health app that fits into people's daily lives for an easy-peasy health care.
- Defined user needs and goals through user interviews and surveys, and developed personas, customer journey maps and sitemaps.
- Designed 34 high-fidelity screens, multiple prototype iterations and a style guide through various rounds of usability and preference tests.

## Experience

### **Customer Care Assistant | MATCHES (A Fashion Company)**

Jan 2022 - Jul 2023 / London, UK

**Collaboration:** Actively communicated with other relevant teams to address customers challenges. Reported about 80 issues to various teams, including the product design team.

**Creative Problem Solving:** Ideated solutions that could solve customers issues and suggested to the relevant team to improve customers' experience.

**Empathy and Customer Understanding:** An emphatic approach to offering service that users love. Maintained a consistent Customer Service level rating of 5 out of 5.

**Time Management and Multitasking:** Effectively managing multiple customer inquiries and issues, ensuring prompt responses and resolutions while maintaining a high-quality service standard.

## Skills

### Design

User-centred design,  
Wireframing and  
Prototyping,  
User interface design,  
Design system,  
Accessibility,  
Iterative design,  
Design fundamentals,  
Responsive design,  
Collaboration with  
Developers

### Research

User survey,  
User interviews,  
Usability testing,  
Persona hypothesis,  
Competitor analysis

## Tools

### Design

Figma, Miro, Marvel,  
Canva, Photoshop

### Coding

HTML, CSS, JAVA,  
VScode, GitHub

### Product / Project Management

Slack, Notion

## Social Media Volunteer | British Schools Museum

Dec 2021 - Feb 2022 / Hitchin, UK

**Marketing Expertise:** Boosted Instagram account reach by 482%, increased engagement by 74.1%, and grew followers by 2.6% using strategic reels and stories.

**Collective ideations:** Led collaborative idea sessions enable the social team to collectively brainstorm, refine ideas in order to create a post that can attract users.

**Continuous Learning:** Learned Google Analytics and Instagram Analytics to analyse the data.

## Education

**Frontend Development for Designers**  
2023

CareerFoundry (online) - Germany

**UX Immersion**  
2023

CareerFoundry (online) - Germany

**UX Design**  
2023

CareerFoundry (online) - Germany

**Associate of Arts, English Language**  
(2010-2011)

Suwon Women's University - South Korea

## Assistant Marketing Manager | NineStory (A theatre production)

Jun 2016 - Oct 2018 / Seoul, South Korea

**Strong understanding of business and customer:** Crafted impactful marketing events aligned with the company's objectives and customers' needs.

**Responsibility:** Took ownership of the Ticket Office, creating design materials like ticket office information and promotional banners.

**Collaboration and Communication:** Actively engaged with other relevant teams to ensure the seamless execution of events, fostering effective communication for a smooth show.

## Marketing Assistant | StoryP (A marketing agency)

Apr 2014 - Jun 2016 / Seoul, South Korea

**Proactive Advancement:** Achieved promotion from box office clerk to marketing assistant within 4 months, showcasing proactive engagement in sales and marketing initiatives.

**Detail-Oriented Support:** Provided valuable assistance to the marketing manager by reviewing layouts and ensuring error-free content in both online and offline designs.

**Customer Service Excellence:** Handled inquiries, processed payments, and facilitated negotiations between the production team and group bookings.

## Non-Relative Experience

### Retail Assistant | Honey and Milk Bakery

Nov 2020 - Feb 2021 / Suwon, South Korea

Temporary work while waiting for visa

### Customer Experience Team Member | Novello Theatre

Nov 2019 - Aug 2020 / London, UK

Temporary work

### Barista | Starbucks

Dec 2018 - Sep 2019 / London, UK

Temporary work