

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 aim to design products that help people to feel joy and convenience. Through this, I can attract new users and retain existing ones.

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UX/UI Design Projects

Redesigning the Cambridge University Press & Assessment website

Nov 2023 / Self-initiated

- Redesigned Learning English page, demonstrating a commitment to enhancing language learning experiences.
- Crafted a visually engaging and modern online learning space, aligning with the organisation's mission of connecting people through language learning.
- Improved the filter feature by introducing 'Most popular interests,' enabling users to discover resources aligned with their learning goals.

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

Jan 2023 - Oct 2023 / CareerFoundry

- Created a health app that fits into users' daily lives to build healthy habits and achieve their health goals easily. Additionally, incorporated a fun reminder feature to help users stay motivated.
- Led all the stages of the product lifecycle: from discovery and ideation to solution design, its validation and high-fidelity implementation.
- Conducted user interviews and usability testing, validating assumptions and iterating on potential solutions.

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 over 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 empathic approach to offering service that users love. Maintained a consistent customer service level rating of 5 out of 5.

Time Management and Multitasking: Effectively managed multiple customer enquiries 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, JS,
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 to enable the social team to collectively brainstorm and refine ideas in order to create posts that can attract users.

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

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 such as 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 enquiries, processed payments, and facilitated negotiations between the production team and group bookings.

Non-Relevant 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.

Education

Frontend Development for Designers 2023

CareerFoundry (online) - Germany

UX Immersion 2023

CareerFoundry (online) - Germany

Intro to UX Design 2023

CareerFoundry (online) - Germany

Associate of Arts, English Language (2010-2011)

Suwon Women's University - South Korea