HELEN (HYE Y.) KIM
662 Capp Street, #1, San Francisco, CA 94110-2691

415-595-6178   http://fusion.sims.berkeley.edu/helki/   helki@sims.berkeley.edu

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PROFILE:

Information architecture professional with over 9 years of experience working with Internet technologies. Strong background and skills in usability, needs assessment, prototyping, user interface design, and development. Master's candidate in Information Management with a concentration in Human-Computer Interaction. Seeking positions in Information Architecture, User Experience and/or Interaction Design.

EDUCATION:

University of California at Berkeley, Berkeley, CA   *May 2006 (expected)*
- Master of Information Management & Systems
- *Selected Coursework:* Needs & Usability Assessment, User Interface Design & Development, Information Organization & Retrieval, XML & Related Technologies

Barnard College, Columbia University, New York, NY   *May 1995*
- Bachelor of Arts in Anthropology (minor in Biology)
- *Thesis:* "How Canadian Multicultural Policy Has Affected Ethnic Identity" (research included conducting ethnographic interviews)

PROFESSIONAL EXPERIENCE:

Database Usability Consultant, Institute of International Studies, UC Berkeley   *Jan 2006-present*
- Design and conduct user interviews and testing to pinpoint user problems with database interface.
- Analyze findings, make design recommendations, and implement redesign.
- Find and fix bugs in the PHP and mySQL code for final deployment of application.

Mobile Shopper Mobile Prototype Workshop   *January 2006*
- Worked with a small team of developers to design and implement a shopping application for the mobile phone using Python for Symbian OS and PHP for a week-long workshop.
- Presented prototype to peers and Yahoo! Research team.

Graduate Student Instructor, School of Information Management, UC Berkeley   *Sept-Dec 2005*
- Prepared and led discussion sessions on various technical, social and economic topics dealing with search engine technologies. [course info]
- Gave advice and graded assignments and projects for a class of around 100 students.

HCI Researcher, SAP Research, Palo Alto, CA   *Jun-Aug 2005*
- Conducted and produced a literature survey that investigated methods of mapping content to user and device-specific interfaces for the proactive user interface project.
- Built a prototype to illustrate content mapping based on user profiles, pipelines and XSLT.
- Identified a model-based mapping framework and presented findings to peers and other departments.

Webmaster, Center for Social Services Research, UC Berkeley   *Jul 2001-May 2005*
- Restructured the CSSR website [homepage] to improve consistency, logic, and usability based on information architecture principles.
- Completely rebuilt a small static HTML website into a large, complex, dynamic website with ASP server-side programming.
- Originated a file-naming convention to organize and access data logically and consistently.
- Established an extensive QA tracking system working with QA team to catch errors.
- Added a searchable publications database with computer/PDA-accessible PDF downloads.
- Using SAS-generated XML, generated printer-friendly/web-friendly pages using XSL.
- Optimized search engine rankings with registration, meta-tags, and link-trades with related websites. Analyzed server logs.
- Hired, trained, managed assistants to help update the website. Created training documentation.

Web Developer, Terra Lycos, Inc., San Francisco, CA   *Apr 2000-May 2001*
- Successfully delivered multiple "Artist Special Feature" pages for Lycos Music's largest client, (1M+ page views per feature). These top priority projects were highly time-sensitive and promoted throughout the network. [Lycos Music] [Hotbot]
- Hand-coded web pages using DHTML and ASP (in VBScript) according to design specifications.
- Worked with Product Managers, Designers, and QA to ensure timeliness and quality of projects.

Webmaster/ Communications Associate, International Center in NY, New York, NY   *Jan 1997-Feb 2000*
- Supervised development, redesigned layout, edited, formatted, promoted new website [homepage] and newsletter to recruit potential volunteers and international students.
- Conducted monthly internet and e-mail workshops for members and volunteers.
- Devised complex SQL queries, reports using dbase IV, Access databases for targeted mailings.

Marketing Assistant / Tracking Coordinator, Jumbo.com, New York, NY   *Sept-Dec 1996*
- Tracked cost-per-1000-impressions (CPM) for online ads to ensure contractual compliance.
- Developed documentation & trained co-workers on ad-serving NetGravity software.

SCHOOL PROJECTS:

Participated in needs assessment, requirements gathering, user interviews, design, development, prototyping, implementation and/or documentation in a number of class projects.

Social Responsibility Barcode Project [final project documentation]   *Fall 2005-present*
Consumer application that scans product ID to return social and environmental manufacturing data. Proof-of-concept prototype developed for Flash lite plug-in and Symbian OS on the mobile phone.

UFOVis [project website]   *Fall 2005*
Visualization of UFO sighting data incorporating the Yahoo! Maps API.

Collaborative Bargains Database Application   *Fall 2005*
Shopping deals aggregator and search application developed using PHP and mySQL database.

SIMster Peer-to-Peer Network Application   *Spring 2005*
Distributed computing application that searches for, connects, and exchanges data with peer nodes on the network.

FilterFeeder prototype application   *Spring 2005*
RSS feeds application that filters out/for subject keywords developed with smallx pipeline technology and XSL.

Mobile Phone Art Tour Application [project website]   *Fall 2004*
Faceted metadata classification framework for a mobile public art tour application using Protégé ontology editor.

SKILLS:

Software: Dreamweaver, FrontPage, EditPlus; Visual InterDev, Eclipse, Perforce, NetBeans, Smallx Pipeline Technology, Ant; ImageReady, Photoshop, Media Cleaner Pro, Real Video plug-in technology, Macromedia Flash 8, Flash Lite, Aldus PageMaker (Mac and PC), Visio; SPSS, Access, Dbase IV, ACT, MySQL and Oracle databases; WS-FTP, Cross-browser compatibilities.

Programming Languages: ASP (in VBScript), PHP, Python (Symbian OS), Java (working knowledge), JavaScript, CSS, DHTML, AJAX, HTML (hand-coder), XML, XSL, and SQL.

Other: Korean, French. Excellent written and verbal communication skills. Demonstrated team player. Thrives in collaborative environments.