

CAROLINE KIM

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PROFESSIONAL STATEMENT

Creative and detail-oriented UX and Product Designer with expertise in crafting user-centric designs that enhance usability and drive engagement. Proven expertise in conducting user research and developing wireframes, prototypes, and high-fidelity mockups to translate user needs into innovative design solutions. Skilled in collaborating with cross-functional teams to define product vision and deliver intuitive digital experiences across web and mobile platforms. Strong knowledge of design principles, usability testing, and iterative design processes, combined with proficiency in tools such as Framer, Figma, and Adobe Creative Suite. Passionate about creating accessible and impactful designs that solve real-world problems and improve user satisfaction.

- UX Research
- Product Design
- User-Centered Design
- Prototyping & Wireframing
- User Flows & Form Design
- Visual Design Principles
- Automation & API Mapping
- Mobile App Design
- Live Tracking Systems
- User-Centric Interfaces
- Real-Time Event Integration
- Responsive Mobile Design
- Agile/Scrum Methodologies
- Usability Testing
- Web Design & Development

PROFESSIONAL EXPERIENCE

Brandcave | Georgetown, TX | 2023-Present
UX Designer

Led the UX design process from user research and ideation to prototyping and testing, ensuring alignment with client objectives. Created wireframes and mockups while collaborating with developers to maintain technical feasibility and design consistency. Leveraged user research and analytics to optimize existing interfaces, enhancing performance and usability. Mastery of Figma contributed to a 20% uplift in e-commerce conversion rates within three months. Fostered collaboration with cross-functional teams, resulting in increased product engagement and user satisfaction.

Key Projects:

- **Analytics Software Interface Design:** Developed a real-time analytics interface to provide non-tech-savvy users with a real-time, data-driven dashboard to enhance operational efficiency. By simplifying complex data visualization, users could easily customize and access important metrics for facility management, improving decision-making. Through user interviews, persona creation, and Figma-based prototypes, the design evolved into a powerful yet user-friendly tool, reducing manual labor and streamlining facility operations.
- **Quality Inspection Application:** Created a streamlined interface to manage product inspections using pre-filled purchase order information. By allowing users to upload purchase order details via spreadsheet or create orders directly within the app, the process became more efficient, reducing manual input and improving workflow for inspectors. This flexibility improved communication, reduced errors, and saved time, leading to more efficient quality control inspections, all while providing an intuitive user experience through Figma-designed wireframes and prototypes.
- **Maid Service Mobile Application:** Designed a user-friendly app to offer users a seamless experience for requesting cleaning and laundry services with live work status tracking. By integrating real-time data updates using APIs and GPS, the app allowed users to track service progress, leave reviews, and tip workers, improving transparency and customer engagement. Despite challenges in fitting all features into a small screen, the design minimized scrolling and enhanced usability, leading to increased customer satisfaction, higher sales, and a growing user base.
- **City Hub Mobile View:** Revitalized an underused app by transforming it into a centralized hub for Brea Downtown, consolidating information on stores, restaurants, public parking, and events. The app's redesign included user-friendly navigation, bold fonts, and real-time features like event calendars and mapping, improving accessibility for all age groups resulting in a positive reception from town associates which indicates increased community engagement and visibility for local businesses.

SAP CPQ Technical Consultant

Led the implementation and customization of SAP CPQ solutions, collaborating with stakeholders to ensure alignment with business goals. Developed front-end and back-end environments using CPQ tags, IronPython, and KnockoutJS, while customizing UI templates and scripts to enhance client deliverables. Integrated SAP CPQ with other systems, troubleshooting technical issues, and optimizing existing implementations. Educated IT teams on SAP CPQ capabilities to foster cross-functional collaboration and provide ongoing technical support post-deployment. Demonstrated a strong technical background and the ability to deliver tailored solutions that drive client satisfaction.

Key Accomplishments:

- **Led the successful development and implementation of an API integrated with an Azure database** that enabled global employees to seamlessly import files from various platforms into SAP CPQ, overcoming previous limitations and improving data accessibility.
- **Customized SAP CPQ UI templates using KnockoutJS and CSS** to align with the client's branding, significantly enhancing user experience and improving platform responsiveness and engagement.
- **Fostered cross-functional collaboration by educating IT stakeholders** on SAP CPQ's capabilities, leading to seamless integration with third-party platforms and resulting in 35% budget savings through optimized application choices.
- **Overcame security protocol and compatibility challenges** during SAP CPQ integration with third-party systems by collaborating with developers and implementing a secure, functional bridge between platforms, ensuring a seamless and secure implementation.

EDUCATION

Bachelor of Applied Science in Software Development

Austin Community College | Austin, TX | 2022

Associate of Applied Science in Web Programming

Austin Community College | Austin, TX