



Cong Kim

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Product Designer

congkim.com

password: cong-protected

Education

Bachelor of Business Administration,
Information Systems
University of Cincinnati
2012 - 2016
GPA: 3.47/4.0

UX Training and Mentorship Program

Beginex
2020

Related Experience

Sr. Product Designer

Tapestry

December 2020 - Present

- Owning the end-to-end overhaul of the checkout experience, driving a strategy to reduce friction and optimize conversion.
- Led the design of an adaptable e-commerce experience personalized to different customer missions, generating \$200M in revenue across all Tapestry brands.
- Spearheaded the multi-brand design system overhaul effort that allows seamless integration of a new brand into the platform within a time frame of just 3 months

UX/UI Designer

Digital Trends

August 2020 - December 2020

- Produced different design variations for A/B testing
- Worked with Director of Growth to determine the best design solutions
- Collaborated with developers on design iterations

Product Designer

Genieously

November 2019 - March 2020

- Conducted research and analysis to determine the design direction for the product
- Performed rapid wireframing and prototyping with a tight deadline
- Reiterate the existing design to improve the experience

UX/UI Designer/Consultant

Opporty

October 2019 -January 2020

- Worked with the client to identify their goals for the website
- Performed user research and analysis of the current product
- Synthesized and visualized the research to present to the client
- Redesigned the website according to the insights from the report

