



Cong Kim

congkim94@gmail.com

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

Opportunity

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*

