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Cong Kim   Product Designer
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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

Product Designer

Tapestry   December 2020 - Present
• *Spearheaded the multi-brand design system overhaul effort that allows integrating a new brand into the platform within 3 months*
• *Design owner of a new experience that tailors to each customer and serves more personalized, relevant content and products*

Freelance 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*

E-commerce 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*