Ashley Kim

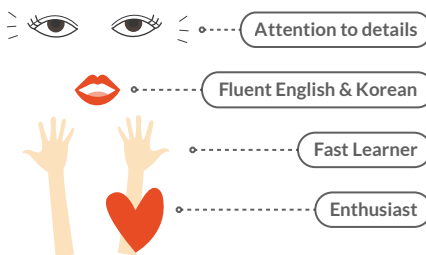doveyash.github.io   88 Bloor Street East, Toronto, Ontario

An emerging designer founded in industrial design principles and global working experience in product development with high quality skills in <u>visual design</u>, <u>design thinking</u> and <u>product management</u>.

- Attention to details
- Fluent English & Korean
- Fast Learner
- Enthusiast

18'

Sourcing & Development Specialist
Hansae Fashion Worldwide
Seoul, Korea

15'

Program Coordinator
Sao Paulo, Brazil

14'

BDes. Industrial Design
OCAD University
Toronto, Canada

11'

BDes. Fashion Comm.
Ryerson University
Toronto, Canada

Education Leader
St.Marc, Haiti

09'

Communicating Intangible Ideas

 # Client Experience   #Presentation Skills   # Trend Forecast   #User Research

I have experience in working with multiple layers of global business partners, including well-known American companies such as Target, Walmart, Gap Inc., and Victoria's Secret to develop a new product from beginning of a concept development to final decision at my prior job. I am confident at presenting and communicating intangible ideas with solid user research, trend foresight and visual storytelling in a business manner for clients to picture the end product.

Product Management

#Time Management #Team Player #Multi-task

I am flexible to juggle around multiple projects at once for different clients in a fast-paced industry with reliable time management and interpersonal skills. Also, I was continuously involved in collaborative team settings for social works where I acted as a program coordinator and education leader. I know the drills in working as a team to achieve a goal together.

UX Design

#User Testing #User Experience Map #Wireframing

I was actively involved in designing a new PLM system at my prior job. I successfully spotted the opportunities to grow within existing workflow by conducting user testing and designing a new user experience map that reduced work time and raised work efficiency. Through this project, I found my passion for UX/UI design and strived the path since then by working on more freelance projects.

UI Design

#Art Direction   #Adobe   #Sketch   #InVision   #Material Design

I have a detailed eye to create appealing visual elements that successfully reflect the design insights utilizing with the latest design softwares including Adobe, InVision, and Sketch. Educated with material design, I value visual consistency in a product.

Front-End Web Development

 # HTML #CSS # Responsive Web Design #Web Accessibility #Quick Prototype

Attended web development boot camp where I gained a further understanding of digital space. I have a working knowledge of latest HTML/CSS with the ability to build a responsive web and currently am expanding my knowledge in Javascript. Here is link to my GitHub : https://github.com/doveyash