Ashley Kim

88 Bloor Street East, Toronto, Ontario

kimyeonjudesign@gmail.com

/ Profile

A strong business development professional with a Bachelor's Degree focused in industrial design from OCAD University demonstrating high quality skills in visual design, design thinking and product management.

/ Experience

Sourcing & Development Specialist
Hansae, Seoul, Korea
April 2015 - February 2018

Freelance Interpreter
Kotra, Toronto
Sept -Dec 2014

Program Coordinator
YWAM, Sao Paulo, Brazil
Jan 2014 - May 2014

/ Education

BDes. Industrial Design
OCAD University
2011 - 2014

BDes. Fashion Communications
Ryerson University
2009 - 2011

/ Language

Fluent English
Fluent Korean

/ Skills

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 business manner for clients to picture the end product.

PRODUCT MANAGEMENT

#Time Management #Team Player #Juggler

I was flexible to juggle around multiple projects at once for different clients in a fast paced industry with reliable time management and interpersonal skills at my prior job. 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 #Experience Mapping #Wireframing

I was actively involved in designing a new PLM system at my prior job. I successfully spotted the opportunities to grow within existing work flow 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 towards UX/UI design and strived the path since then by working on freelance projects.

UI DESIGN

#Art Direction   #Adobe   #Sketch   #Invision

I have a detailed eye to create appealing visual elements that successfully reflect the design insights with latest design softwares including Adobe, Invision and Sketch.

FRONT-END WEB DEVELOPMENT

 # Html #Css # Responsive Design #Web Accessibility #Quick Prototype

I gained further understanding of digital space by attending web development bootcamps. I have working knowledge of HTML/CSS and currently expanding the knowledge in Javascript. Here is my link to GitHub()