

Kevin Kim

Economist, Marketer, Entrepreneur, Web Developer

A fourth-year Ryerson University student studying business management (BM) majoring in Economics and Marketing. I am interested in growing my professional career within my studies and enhancing my skills in software development. I have a passion for startups, software development, full stack web & API development, programming languages, and systems design. Driven passion for learning and eager to build innovative, compelling applications with cutting edge technologies.

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WORK EXPERIENCE

Co-founder A-Z Carts

09/2017 – Present

Toronto, Ontario

Achievements/Tasks

- Innovating the shopping experience for a customer by creating a self-checkout shopping cart using machine learning, computer vision and artificial intelligence.
- This concept was created to revolutionize the way individuals shop for their groceries and to create an end on constant lineups.

Head of Product Design Morning Recovery

08/2017 – Present

Los Angeles, California

Achievements/Tasks

- Accountable for creative exposure to create and run customer research studies, design decisions to drive business outcomes and product performance throughout Morning Recovery.
- Our product has reached over 1.5 million bottles in sales and has been featured in entrepreneurial magazines such as Forbes.

Orientation Leader / Event Planner Ryerson University

08/2017 – Present

Toronto, Ontario

Achievements/Tasks

- Responsible for planning daily operations for the entire orientation week.
- Awarded the #RoadToRyerson award, which is given to one student who shows tremendous dedication, honesty, helpfulness and overall great role-model.

Marketing Research Analyst (Internship) Deloitte Canada

05/2017 – 08/2017

Toronto, Ontario

Achievements/Tasks

- Collected data on consumers, competitors and marketplace and consolidating information into actionable items, reports and presentations.
- Responsible for understanding business objectives and creating surveys to discover prospective customer's preferences.

SKILLS

Strong interpersonal and communication skills with sales background

Ability to make decisions and solve problems constructively with team members and clients.

Proactive in HTML & CSS, JavaScript, Python, C++, NodeJS, ReactJS, API Key's Fundamentals

Proficient in Office Software Platforms

EDUCATION

Business Management (Double Major: Marketing / Economics) Ryerson University

09/2015 – Present

Toronto, Ontario

Relevant Coursework

- Managerial Finance, Mathematical Economics, Business Statistics, Operational Management, Visual and Digital Communication, Digital Principles of Marketing, B2B, B2C

PROJECTS

A-Z Cart (02/2018 – Present)

- System uses Artificial Intelligence, Computer Vision, Sensor Fusion and Deep Learning
- This concept was created to revolutionize the way individuals shop for their groceries and to create an end on constant lineups.

Browse Movies (01/2019 – Present)

- JavaScript, JQuery, API key's were used for this project. Browsemovies is a platform where you can search your favourite movie and know everything about it.

Game of Snakes (12/2018 – Present)

- Game of Snakes is the classic game of snake on your computer. I have used HTML, CSS and JS to create this game.

Game of Tetris (01/2019 – Present)

- Game of Tetris is the classic game of tetris on your computer. I have used HTML, CSS and JS to create this game.

Tracker Tree (11/2018 – Present)

- Web application that allows you to track your own progress by the growth of a tree that grows to 365ft! With the app, you actually get to see what kind of growth you made over years, months and days.

WORK EXPERIENCE

Marketing / Creative Assistant Echomybiz

03/2017 – 09/2017

Toronto, Ontario

Achievements/Tasks

- Conducted research to gain additional information about the company and its competitors.
- Generated a marketing plan to approach different businesses to one of a kind loyalty program.
- Responsible for coming ends with business agreements with investors for future funding.

PROJECTS

Motivation + (10/2018 – Present)

- Motivation+ is a developing email subscription tool that gives you daily, bi-weekly or monthly motivational emails that allows you to look at the better side of emails.

Fitne\$\$ (09/2018 – Present)

- Fitne\$\$ is an application that allows you to track how active you are throughout the week by challenging your friends to money.

Cell-Nhone (08/2018 – Present)

- Web application that tracks the amount of time you have spent on your phone and creates a competition within people around your surrounding area.

VOLUNTEER EXPERIENCE

VP of Marketing Ryerson Toastmasters

06/2018 – Present

Toronto, Ontario

VP of Marketing Ted Rogers Outreach Program

04/2018 – Present

Toronto, Ontario