

Miji Kim

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<https://iimiji.github.io/>

Education

Simon Fraser University

BS Interactive Arts + Technology

Design Concentration

Sept 2019 - Current

Yonsei University

Department of Human Environment and Design

Exchange term 2023 Spring

Korea University

Introduction to Artificial Intelligence

Exchange term 2023 Summer

Certificate

Adobe Certified Professional
Visual Design using Photoshop

Adobe Certified Professional
Video Design

Adobe Certified Professional
Digital Video using Adobe Premiere Pro

Google Analytics
Individual Qualification

Google Ads -
Measurement Certification

AI-Powered Performance Ads
Certification

NAVER Cloud Platform
Certified Associate

Languages

English

Korean

Work Experience

Naver Z, Naver

Global Operations Team Intern

2024.05-2024.08

Contributed to the global operation of ZEPETO, leading strategy development and execution based on country-specific trends.

Focused on data analysis, A/B testing, and UX research to optimize user-centric service experiences.

Collaborated with international branches to successfully implement global strategies and tailor service planning for different markets.

SNOW, Naver

Content Planning and Operations Intern

2023.08-2024.02

Independently managed the VITA video editing app, crafting content strategies and improving UX based on user needs.

Participated in the planning and review of the Epik AI Yearbook Photo feature, which gained immense popularity in the U.S., surpassing 1 million users and reaching #1 in U.S. app downloads.

Analyzed content data to propose country-specific operational strategies, improving user experience and satisfaction.

Project Experience

First Purchase Package

Designed and optimized a package to encourage first-time purchases, achieving increased PUR and revenue.

Purchase Dropout Re-Engagement

Conducted experiments targeting lapsed users, refining strategies based on user behavior insights.

Purchase Conversion Starter Pack

Successfully led a purchase conversion package project in the U.S. and expanded to other regions.

6th Anniversary Sale

Organized a large-scale sale event for creator items, setting category-specific discount rates and boosting sales.

Epik AI Yearbook Photo

Participated in the planning and QA of a feature that became a viral success in the U.S. with over 1 million users.

VITA Video Editing App

Led the development and operations of the VITA app, implementing user-driven content and UX improvement strategies.

[Linkedin](#)