IRENE J KIM

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🎓 EDUCATION

Michigan State University
M.S. Business Analytics
Class of 2020
3.95/4.00

B.S. Advertising Management
B.A. Psychology
Class of 2019
3.96/4.00
Summa Cum Laude

⚒ SKILLSET

Technical
Python, SQL, R, HTML, CSS, Data Mining, Data Analytics, Data Visualization, Research and Experimental Design, Snowflake

Tools
Adobe Creative Cloud, Adobe Report Suite, Adobe XD, AWS, Figma, Google Cloud, Qualtrics, Tableau, Wordpress

Certifications
The Trading Academy - Practitioner, Strategist, and Professional; *Quantcast* - Real-time Advertising Fundamentals; *Google Ads* - Fundamentals, Adwords, Mobile, Search Advertising, and Display Advertising

💼 PROFESSIONAL EXPERIENCE

UX Strategist | MillerKnoll

Remote | January 2023 – present

> Accomplished highest click engagement for new sub-categories as measured by click engagement data on both desktop and mobile, through strategic enhancements to the menu taxonomy.
> Conducted stakeholder interviews, usability testing, and competitive analyses to create unique design and content strategy.
> Orchestrated cross-functional collaboration to bridge product, development, and design teams, ensuring alignment of company objective and project execution.

Digital Product Analyst | Red Ventures

Charlotte, NC | September 2021 – July 2022

> Collaborated with a major credit card issuer to generate 340,000 monthly unique visitors and $2.2M in monthly revenue, presented data trends, analysis, and future projections with the external partner.
> Accomplished +14% growth in conversion and increased premium product mix by +237% by designing A/B and multivariate tests.
> Championed the creative process from start to finish by coordinating the implementation of UI/UX improvements and business goals alongside UX research, creative, engineering, and legal teams.

Product Manager (Non-Profit Consulting) | One Life Counseling

San Carlos, CA | September 2020 – January 2021

> Identified opportunities for internal employee onboarding tools and collaborated with stakeholders through all phases of product life cycle.
> Directed a team of UX/UI designers and developers through various iterations of the product to deliver a high-fidelity Figma prototype.

Data Science Intern | Discover Financial Services

Riverwoods, IL | June 2020 – August 2020

> Developed visual dashboards using Tableau to summarize email communication metrics for the marketing analytics team and business technology director.
> Analyzed digital engagement using Adobe Analytics Tools and Snowflake to understand user experience and product retention to help drive business strategy.
> Engaged in A/B testing to re-evaluate acquisition strategies using landing pages and email marketing campaigns data.

✋ SERVICE

Camp Director | Michigan Counsel of Korean Christians

Michigan | June 2017 – Present

> Utilized Gantt and RACI Charts to coordinate planning annual youth summer camps for 200+ participants, managed finances, maintained strong staff-parent relations, and recruited/trained/supervised volunteers.
> Developed a website from scratch utilizing modern web technologies to maximize web presence and deliver a virtual registration process.