

JADEN KIM

PRODUCT DESIGNER

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Projects

DOWNSHIFT GOLF

DEC 2022 - PRESENT

WEBSITE REDESIGN

- ADDRESSED UX ISSUES, OPTIMIZING FOR DESKTOP/MOBILE AND SEO, RESULTING IN 350% BOOST IN CONVERSION RATE.
- DESIGNED SPORTY, MODERN INTERFACE IN CLOSE COLLABORATION WITH OWNER, IMPLEMENTED WITH SHOPIFY'S LIQUID LANGUAGE.

NEW YORK TIMES

NOV 2022

IOS APP REDESIGN (PERSONAL PROJECT)

- REDESIGNED IOS APP FOR NATIVE FEEL, MAINTAINING BRAND IDENTITY.
- ADDRESSED "NEWS-OVERLOAD" WITH "CRUNCHED" FEATURE AND PERSONALIZED RECOMMENDATIONS TO ENHANCE USER ENGAGEMENT.

ISAIAH MOSS

SEP 2022 - OCT 2022

PERSONAL WEBSITE

- PIONEERED CREATION OF WEBSITE AND INTERACTIVE ART INTERFACE TAILORED TO ARTIST'S MUSIC.
- CRAFTED ORIGINAL BRAND IDENTITY AND LOGO TO COMPLEMENT ARTIST'S MUSICAL IDENTITY.

AETERNA SUPPLEMENTS

AUG 2022

WEBSITE REDESIGN

- IMPROVED UX WITH RESEARCH-DRIVEN STRATEGIES, RESULTING IN 200% ONLINE SALES INCREASE WITHIN 6 MONTH PERIOD.
- ALIGNED REDESIGN WITH COMPANY PHILOSOPHY, WORKING CLOSELY WITH FOUNDER; BUILT WITH WEBFLOW, CUSTOM JS, FIREBASE, SHOPIFY.

Education

POMONA COLLEGE, CLAREMONT, CA

2018 - 2022

B.A. IN COMPUTER SCIENCE, 3.7/4.0

RELEVANT COURSEWORK

USER INTERFACES, 2D DESIGN

Skills

DESIGN

FIGMA, SKETCH, ADOBE XD, PHOTOSHOP, LIGHTROOM, ILLUSTRATOR, AFTER EFFECTS, WEBFLOW

CODING

HTML/CSS/JS, MERN STACK, VUE/NUXT, SVELTE, SWIFT, FIREBASE, MYSQL, PYTHON, JAVA, C/C++, RUST, HASKELL

Interests

HOBBIES

MUSIC, FASHION, POKER, SNOWBOARDING, BOXING, GOLF

FAVORITE DESIGNERS

TADANORI YOKOO, DOKHO SHIN, EXPERIMENTAL JETSET