Jihyun Kim

jihyunkm.github.io
jihyunkim@berkeley.edu

RELEVANT EXPERIENCE

Colgate-Palmolive (ShopSmiles), UX Intern

JUL - SEP 2022, REMOTE

- Redesigned product cards for Colgate's e-commerce site ShopSmiles, reducing the bounce rate by 20%. Updated designs to meet WCAG 2.1 accessibility standards and consolidated and redlined components within the design system to ease development efforts.
- Drafted a script and conducted 7 interviews of whitening care users to generate insights for restructuring the information architecture (IA) of ShopSmiles' product description page (PDP).
- Collaborated weekly with Marketing, PMs, and Engineers. All designs now shipped.

GoodNotes, Lead Product Designer

JAN - MAY 2022, REMOTE │ Contract

- Designed and conceptualized Tags and Reminders to help users feel confident when studying with GoodNotes, a hand-written note-taking iOS app. Led four student designers in collaboration with GoodNotes' Sr. Designers. Conducted 15+ user interviews and usability tests.
- Invited to deliver the final solution to the entire company on Loom for GoodNotes' demo day.

Playbook, Product Designer

SEP - DEC 2021, SAN FRANCISCO, CA │ Contract

- Created user flows and uncovered pain points of students collaborating on Playbook, a cloud storage start-up designed for creatives. Used insights from 6 interviews, 14 diary studies, and a cognitive walkthrough. Communicated weekly with the CEO and Founding Engineer.

Food52, Product Designer

FEB - MAY 2021, REMOTE │ Contract

- Designed 0→1 a mobile Food52 app and built its design system, incorporating the previously segmented community as a holistic experience to increase user engagement and interaction.
- Benchmarked 6 competitors, conducted 14 interviews and 7 usability tests of our design.

INVOLVEMENT

Berkeley Haas School of Business, Design & Web Assistant

APR 2020 - DEC 2023 │ Part-time

- Created graphics for social media posts while updating blog content to be coherent with current design guidelines. Designed 1,400+ icons for use in emails sent to prospective MBA students.

DESINV 198, Lead Course Instructor

AUG 2020 - MAY 2023

- Taught 11 lessons about the basics of Adobe Photoshop and Illustrator to a total of 80+ students. At the end of every semester, presented students' work in a showcase open to the public.

Berkeley Innovation, Education Director

MAY 2022 - DEC 2022

- Developed and taught an interactive 10-week human-centered design curriculum to 15 students, focusing on themes based on the Double Diamond design process.

Innovative Design, President

DEC 2021 - MAY 2022

- Overlooked the logistics of UC Berkeley's premier creative agency of 100+ members, while leading weekly meetings for 30+ executive members. Resulted in a record-low turnover rate.
- Lowered the barrier of entry Berkeley's design community by founding beginner-friendly teams, increasing membership by +23% and Instagram followers by +6%.
- Spearheaded onboarding resources, an alumni network, and a club-wide Notion page. With USC, began a new chapter of the club in UCLA.

EDUCATION

University of California, Berkeley

AUG 2019 - MAY 2023
DEAN'S HONORS LIST

B.A. Psychology

B.A. Media Studies, Digital Media

Relevant Coursework

Web Design, Social Psychology, Virtual Communities & Social Media, Video Games & Playful Media, Principles of Business, Foundations of Data Science, Digital Video Production

SKILLS

Design

Product Design, Interaction Design, Prototyping, Wireframing, User Research, Usability Testing, Design Systems, Responsive Design, Visual Design, Graphic Design, Video Editing

Tools

Figma, Adobe CC (Illustrator, Photoshop, Premiere Pro, InDesign), Webflow, Dscout

HTML/CSS, JavaScript, Python, R

ACCOLADES

TreeHacks 2023, Honorable Mention, Hack to Connect with Others Through Food

FEB 2023

CMYK x Bay Area Rapid Transit (BART) Designation, First Place

NOV 2020