Jihyun Kim

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EXPERIENCE

Product Design Intern, SiriusXM
Jun 2024 - Now

Designing (1) an easier way for sports fans to add Team Pages to their SXM Library and (2) optimized Episode styles to be used across the entire SXM experience for its **35M** subscribers.

UX Designer, Bessy
Jan 2024 - Now, Part-time

Building **0→1** the design specs & system, and UX architecture & flow for an early stage social media start-up for AI-generated outfits. Collaborating with Engineering, Data, and Product. Details are confidential.

UX Design Intern, Colgate-Palmolive
Jul - Sep 2022

Initiated a **UX overhaul** by redesigning product cards for the eCommerce design system to meet WCAG 2.1 standards, **reducing component variations** and the site's **bounce rate by ~20%** since Jan 2023. Interviewed **7** whitening care users to restructure the information architecture of ShopSmiles' product description page (PDP).

Lead Product Designer, GoodNotes
Jan - May 2022, Contract

Led the design and conceptualization of Tags & Reminders in collaboration with GoodNotes' Sr. Designers to help users feel confident when studying with the app. Conducted **15+** user interviews and usability tests, receiving positive feedback from **86%** users. Later invited to virtually deliver the final solution to the entire company on GoodNotes' internal **Demo Day**.

Product Designer, Playbook
Sep - Dec 2021, Contract

Uncovered users' pain points when collaborating and sharing visual files on Playbook, a cloud storage start-up designed for creatives. Created user flows from **6** interviews, **14** diary studies, & a cognitive walkthrough. Communicated weekly with the CEO and Founding Engineer.

Product Designer, Food52
Feb - May 2021, Contract

Designed **0→**1 a mobile Food52 app, including its design system & architecture, incorporating the previously segmented community as a holistic experience to increase user engagement and interaction. Conducted **14** interviews and **7** usability tests of our design.

EDUCATION

University of California, Berkeley, B.A. Psychology, B.A. Digital Media Studies
Aug 2019 - May 2023, GPA 3.9/4.0

Course Instructor for **DESINV 198**, teaching the basics of Adobe Photoshop and Illustrator to 80+ students.

Education Director of **Berkeley Innovation**, developing and teaching an interactive human-centered design (HCD) curriculum to the members of Berkeley's HCD consultancy. Led bi-weekly design workshops for 50+ members.

President of **Innovative Design**, lowering the entry to Berkeley's design community by founding beginner teams in the premier creative agency of 100+ members. Generated a record-low turnover rate, and began a new chapter in UCLA.

SKILLS

Tools

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

HTML/CSS, JS, Python, R

Design

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