Jihyun Kim

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RELEVANT EXPERIENCE

Colgate-Palmolive (ShopSmiles), UX Intern
JUL - SEP 2022

- Designed product cards in the first revamp of Colgate's e-commerce design system, reducing the site's bounce rate by 20%. Updated designs to meet WCAG 2.1 accessibility standards and consolidated component variations to ease development efforts.
- Interviewed 7 whitening care users via Dscout and crafted a persona. Handed-off insights to better the information architecture (IA) of the product description page (PDP).
- Collaborated weekly with Marketing, PMs, and Engineers. All designs now shipped.

GoodNotes, Design Project Mentor
JAN - MAY 2022 | Contract (via Berkeley Innovation)

- Led four designers in prototyping new product features (Tags, Reminders) for GoodNotes to increase users' confidence levels when studying based on 15+ interviews, usability tests, and stakeholder feedback.
- Managed weekly stakeholder communication via Slack and Zoom. Delivered the final presentation and solution on Loom for the company's internal demo day.

Playbook, Product Designer
SEP - DEC 2021 | Contract (via Berkeley Innovation)

- Conducted 16 interviews, 14 diary studies, and a cognitive walkthrough to generate user flows for collaborating on school projects using Playbook, a cloud storage start-up designed for creatives.
- Coordinated and designed marketing assets using Adobe Illustrator and Figma for a 50+ attendee seminar introducing Playbook and its features to student designers.

Food52, Product Designer
FEB - MAY 2021 | Contract (via Berkeley Innovation)

- Designed 0→1 a mobile Food52 app to incorporate the community experience throughout a user's entire journey, aiming 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 - PRESENT | Part-time

- Using Adobe Illustrator and Figma, designed graphics for LinkedIn and blog posts and 1,400+ icons for promotional emails. Currently designing e-books on Foleon.

Introduction to Photoshop/Illustrator, Course Instructor
AUG 2020 - MAY 2023

- Over the course of 3 semesters, taught 80+ students the basics of Adobe Photoshop and Illustrator for the student-led UC Berkeley course DESINV 198.

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

- Lowered the barrier of entry to 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, invoking +56% officer applications. 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, UX Research, Usability Testing, Design Systems, 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