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 bounce rate by 20%. Updated designs to meet WCAG 2.1 accessibility standards while lessening development efforts by consolidating component variations.
- 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).
- Communicated weekly with Marketing, PMs, and Engineers. All designs now shipped.

GoodNotes, Design Project Mentor

JAN - MAY 2022 | Contract (via Berkeley Innovation)

- Led four student designers in prototyping new product features (Tags, Reminders) for GoodNotes to increase users' confidence levels when studying.
- Helped interview 15+ students and generate 10+ design flows and wireframes.
- Managed weekly stakeholder communication via Slack and Zoom. Delivered the final presentation and solution on Loom for the company's internal demo day.

Playbook, UX Researcher

SEP - DEC 2021 | Contract (via Berkeley Innovation)

- Researched pain points of cloud storage platforms used in the classroom. Conducted 16 interviews, 14 diary studies, and a cognitive walkthrough to generate 10+ user flows.
- Coordinated and designed marketing assets using Adobe Illustrator and Figma for a 30+ attendee seminar introducing Playbook and its features to UC Berkeley creatives.

Food52, Product Designer

FEB - MAY 2021 | Contract (via Berkeley Innovation)

- Revamped Food52's community experience by designing 0-to-1 an end-to-end mobile app tailored to the user journey, aiming to increase user engagement.
- 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 1,464 icons for promotional emails. Currently creating e-books on Foleon from old PDFs.

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 a 10-week user-centered design curriculum for ~15 new student designers, teaching topics from user research to prototyping on Figma.

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