

JULIA S. KIM

PRODUCT DESIGNER

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Santa Monica, CA
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EDUCATION

University of California, Berkeley

B.A. Architecture, May 2011

SKILLS

UX design
UI design
HTML/SCSS
User research
User interviews
Prototyping
Problem solving
Analytical thinking
E-commerce
Photo editing

TOOLS

Sketch
Figma
Zeplin
Invision
Marvel
Protopie
Photoshop
Illustrator
Lightroom
Braze
Amplitude

INTERESTS

Baking cookies
Eating
Travelling
Making fabric cacti
Building websites

DESIGN EXPERIENCE

Tala | Santa Monica, CA

Senior Product Designer, Mar 2018 to Present

- Designing and working with a global team to improve the experience for our Tala Android mobile app users in emerging markets.
- Used design process to research, validate, and enhance designs for sign up, loan application, cash out, and repayment.
- Contributed to and designed using Tala's design system for global design consistency in our apps.
- Revamped Tala's app navigation to improve information architecture. Simultaneously introduced new dynamic financial education content and user profile screens which increased app engagement by 85%.
- Led a 2-week design sprint to refresh our cash out experience that reduced the number of steps to complete by 50%, decreased cashout ticket volume by 20%, and increased conversion rate by 3%.
- Conducted 42 global customer interviews to reduce drop off during the loan application. Identified and made improvements that increased conversion by 17% and reduced time to complete by 30%.
- Streamlined and templated product marketing campaigns sent through Braze.
- Developed a cohesive company-wide documentation on how to demo the Tala app for non-engineers and used as a tool to onboard team members.

Tradesy | Santa Monica, CA

Senior Product Designer, Sep 2013 to Feb 2018

- Lead product designer and front-end developer for the shopping experience team, owning end-to-end experiences for cart, checkout, category, item page, favorites and more.
- Designed for all platforms including web, iOS and Android.
- Owned front-end code base by taking designs and translating them directly into fast performing and responsive HTML/SCSS code. Worked in close collaboration with full-stack developers and followed proper engineering release processes.

2020AVE | Los Angeles, CA

Art Director, Oct 2011 to Sep 2013

- Improved efficiency and process for all aspects of running an e-commerce business
- Designed and managed all creative and marketing assets. Grew email list from zero to 13,000+ subscribers in 2 years.
- Initiated and lead migration of platform from custom to 3DCart and then from 3DCart to Shopify which saved the company time, money, and site outages.

SIDE PROJECTS

Samak.co - Owner and founder of handmade fabric cacti online business
Minabaie.com - Designed and developed client's Shopify website