

# MICHELLE KIM

## User Experience Designer

### PROFESSIONAL EXPERIENCE

#### UX Design Intern, Lexmark

May - Aug 2019

- Redesigned an internal service tool that frustrated Lexmark employees.
- Independently drove a user-centered design project from initial project scoping to preparing the final documentation for developer hand-off.
- Conducted user research including interviews, usability tests, and card sorting and practiced the iterative design methodology.
- Increased task success rate for 10 common tasks by 36% overall.

#### UX Researcher, InfoLab (Client: Comerica Bank)

Jan - April 2019

- Discovered reasons for low engagement between our client team and the rest of the employees at Comerica by examining internal communication tools and assessing user needs through interviews and surveys.
- Provided solutions within company constraints: redesigned Connect pages, gave an in-depth analysis of overlapping tools, and created a new style guide.

#### HCI & CSCW Research Assistant, U of M

Jan - April 2019

- Examined Youtube video testimonials discussing mental illness and their received community responses.
- Defined quantitative data metrics and a code book for qualitative data collection.

### CONFERENCE

#### Speaker, Midcamp Drupal Conference at Chicago, IL

March 22, 2019

- Presented the importance of digital well-being and emphasized the social responsibility of UX designers to design with healthier behaviors in mind.

### PROJECTS

#### UX Research, Course Project (Client: CNBC)

Jan - April 2019

- Evaluated the Live TV and stock charts features on the CNBC mobile app.
- Created an interaction map, developed personas, distributed surveys, conducted interviews, heuristics evaluation, and usability tests.
- Analyzed findings and came up with recommendations supported by results from preference testing (preferred 32 out of 32 times).

#### UX Research, Course Project (Client: Michigan Med)

Sept - Dec 2018

- Designed digital products for an older population.
- Conducted contextual inquiry interviews and constructed an affinity wall diagram to identify the elderly's unique mental models regarding tech.
- Proposed solutions that catered to elderly with low tech skill.

### CONTACT

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### EDUCATION

#### University of Michigan, May 2020

M.S. Human-Computer Interaction

GPA 3.97

#### University of Michigan, May 2018

B.S. in Biopsychology, Cognition,  
& Neuroscience

### SKILLS

User Research  
Usability Testing  
Heuristics Evaluation  
Interaction Design  
Problem Solving  
Story Telling

### TOOLS

Sketch App  
Axure  
Invision  
XD  
Illustrator + Photoshop  
Tableau  
HTML + CSS + Javascript

### COMMUNITY INVOLVEMENT

#### President, Sept 2016 - Present

Students for Mental Health

#### Volunteer, May 2015 - Jan 2019

Hospital Elder Life Program