# 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. Will continue in Fall 2019.

## **CONFERENCE**

Speaker, Midcamp Drupal Conference at Chicago, IL

March 22, 2019

Discussed 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** 

Gained experience on designing 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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#### **SKILLS**

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

# **TOOLS**

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

# **EDUCATION**

**University of Michigan, May 2020**MS Human-Computer Interaction
GPA 3.97

**University of Michigan, May 2018**BS in Biopsychology & Cognition, & Neuroscience

## **COMMUNITY INVOLVEMENT**

President, Sept 2016 - Present Students for Mental Health

Volunteer, May 2015 - Jan 2019 Hospital Elder Life Program