



BOLIM K I M

+1 778 879 8351

lydia.kim.can@gmail.com

<http://borimkim.com/>

linkedin.com/in/borimkim9302/

142 Cactus Ave, North York, ON M2R 2V2



PROFILE

Digital Marketing Project Execution

3+ years' experience working in the digital marketing field, including Web/App development, maintenance, creating proposals and project leading for 13+ major companies.

Project Leading Skills

Multitask project leader with detailed time management skills and a highly creative individual with excellent problem solving and issue management skills.

Qualified Design Skills

General Industrial design and Convergence/UX Design skills which include media design, motion graphics, and visual design, from design university and college work.

WORK

Web Presence In China

Vancouver, Canada

2018.10 - 2018.12

Digital Digm

Seoul, South Korea

2014.12 - 2018.01

Horong

Seoul, South Korea

2014.08 - 2017.07

Box Soft

Seoul, South Korea

2012.01 - 2013.12

UX Design Intern

Performed researching, setting UX strategies, and redesigning WPIC websites. Designed IA, function definitions, and wireframe of WPIC PC/Mobile websites.

UX Designer / Project Leader

Discovered and identified issues through stakeholder talks and user research. Created UX strategies, IA, user flow, and wireframes of Websites & Apps & Admin systems for 13+ international clients such as Audi Korea, Samsung, Mastercard, Lancome, Domino's Pizza Korea and so on.

As a project leader of 8+ projects, responsible for milestones, issue tracking, communication with clients.

Created client proposals and landed 2+ projects so that the team accelerated the path to new business.

Co-Founder / Designer

Founded a small business and built a free to play mobile game, SA:l, that garnered 500+ downloads on Google Play Store. As the only designer, took the responsibility of concept art, UI design, motion graphics, and so on.

- 2014' Shortlist by Korea Institute of Start-up & Entrepreneurship Development

- 2013' Best Research Award by Convergent Consortium in Sungshin Women's University

- 2013' Special Award for Idea in Global Game Development Contest by Korea Creative Content Agency

Designer Assistant

Created illustrations for educational texts for intellectually and physically disabled children.

SELECTED PROJECT

AUDI Korea Mobile CRM

Discovered user insights and created a mobile CRM app for dealers and sales managers in Audi Korea to interwork information of customers for management that leads efficiently.

Domino's Pizza Korea Online Order System

Identified issues through various performance tests and created UX strategies, IA, function definitions, and wireframes of new Domino's Pizza Korea order system (PC/Mobile website & app) to improve the order process and the management system for efficient maintenance and operations.

- 2017" winner of Mobile Award Korea

UEFA Champions League Facebook Promotion

Led 2016 UEFA Champions League Facebook promotion of Mastercard International Korea. Increased user participation rate forty times as much as the previous event through simplifying user flow.

EDUCATION

Sungshin Women's University
Seoul, South Korea
2011.03 - 2015.02

BA, Industrial Design & BA, Convergence Design

Specialized in Media design and mainly focused on learning user-centered Service Design and UI Design.

Seneca College
Toronto, ON
2019.05 - 2020.08

Dip, Interactive Media Design

Excelled in visualizing include UI Design, Brochure design, Motion graphics. Enthusiastically learned front-end developing, HTML & CSS and built a personal Portfolio website. (borimkim.com)

Gastown Business College
Vancouver, BC
2018.05 - 2018.12

iBM Program

Applied successfully the concepts and skills of North American business manner, communication, and employability.

HARD SKILLS

User Research
Experience Strategy
Information Architecture
User Flow / Task Flow
Wireframing

User Interface Design
Graphic Design
Motion Graphics

Adobe Creative Suite
MS Office
HTML & CSS
Unity 3D
Final Cut
3DS MAX
Cinema 4D
Construct 3

SOFT SKILLS

Problem Solving
Detail Oriented
Teamwork
Self-Motivated
Active Learning

HOBBIES

Playing squash games with gym members
Skateboarding

LANGUAGES

Korean
English

