

Milim Kim-Sinoy

UX / Product Designer

+1 (604) 700-9404
Burnaby, BC, V5B3W3, CAN

milimkim@gmail.com
linkedin.com/in/milimkim
milimkimsinoy.com

SUMMARY

Designer with 10+ years shaping thoughtful, user-centered experiences across web, mobile, and games — bridging design, strategy, and collaboration to turn ideas into intuitive, impactful products.

EXPERIENCE

Redly Games, Remote — UX/UI Designer

Independent studio crafting narrative-driven adventure games / May 2025 - Oct 2025

- Designed intuitive UI and UX flows for story-driven mobile games, boosting early player engagement by 18% through improved navigation and clarity.
- Applied generative AI to rapidly prototype visual ideas, reducing design iteration time by 30%.

AirG Inc, Vancouver — Product Designer

Global mobile entertainment company connecting millions through apps and social platforms / Mar 2017 - Feb 2024

- Led design for BrainTest, Mini-Me Kids, and UnlimitedGamez, improving overall user retention by 20% and driving higher engagement across mobile platforms.
- Streamlined internal tools for content and customer management, cutting workflow time by 35% and improving cross-team collaboration.

Wooga, Berlin — UX/UI Designer

Berlin-based mobile game studio known for titles like Jelly Splash and June's Journey / Feb 2016 - Feb 2017

- Reimagined Jelly Splash's in-game UI and player flow, increasing daily active users by 10% through better clarity and accessibility.
- Designed Pocket Village's complete UI and UX, leading to its feature placement on multiple Apple App Stores including Korea.

Goodgame Studios, Hamburg — UX/UI Designer

Leading European developer of free-to-play mobile and browser games / May 2015 - Jan 2016

- Crafted clean, responsive interfaces for AAA-quality strategy games, improving usability scores by 25% in player surveys.
- Collaborated with gameplay teams to align UI behaviors with mechanics, enhancing overall player immersion.

Relic Entertainment / SEGA, Vancouver — UX/UI Designer

World-renowned studio specializing in real-time strategy games such as Company of Heroes / Apr 2014 - Jan 2015

- Designed HUDs and gameplay interfaces for Company of Heroes 2 expansions, improving readability and tactical flow for both new and veteran players.
- Partnered with developers to refine mission pacing and player feedback systems, increasing campaign completion rates by 15%.

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EXPERIENCE

Wooga, Berlin — *Game Artist*

Berlin-based mobile game studio known for titles like Jelly Splash and June's Journey / Jul 2011 - Jan 2014

- Created and optimized UI assets and visuals for Jelly Splash, Bubble Island, and Pocket Village, enhancing visual cohesion and brand consistency.
- Collaborated with design and tech teams to implement scalable UI systems that reduced art production time by 40%.

Gogiro Internet Group, Vancouver — *Web Designer*

Web solutions company offering digital marketing and hosting services for small businesses / Aug 2008 - Aug 2009

- Designed and developed websites using HTML and CMS templates, improving client satisfaction and retention by 25%.
- Customized layouts and visuals to align with diverse brand goals, ensuring responsive, accessible experiences.

Impact Production, Winnipeg — *Graphic Designer*

Media production company providing IPTV and digital content services / Nov 2006 - Aug 2008

- Designed visual assets and interfaces for IPTV systems, enhancing content legibility and visual consistency across channels.
- Improved production efficiency by organizing reusable graphic templates, reducing design turnaround by 20%.

EDUCATION

- SheCodes.io, Online Bootcamp, **Front-End Diploma**, 2024
- Brain Station, Vancouver, **Product Management Certification**, 2019
- Centre for Digital Media, Vancouver, **Master of Digital Media**, 2011
- University of Manitoba, Winnipeg, **Bachelor of Fine Arts**, 2007

SKILLS

- Product Design
- UX Research
- Wireframing
- Prototyping
- Interaction Design
- Visual Design
- UI Systems
- Usability Testing

TOOLS

- Figma
- Sketch
- Adobe CC
- Miro, Jira, Confluence
- HTML/CSS, JavaScript
- Generative AI
- Unity