

Milim Kim-Sinoy

UX / Product Designer

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SUMMARY

- **Designed and shipped** web, mobile, and game experiences that improved usability, engagement, and player retention across global markets.
- **Led product design** from research and strategy to wireframes, prototypes, and final implementation for B2B, B2C, and internal tools.
- **Collaborated with engineers, product managers, and artists** to deliver scalable design systems and streamline development workflows by up to 40%.
- **Enhanced onboarding and task flows** through usability testing and iteration, boosting completion and retention metrics.
- **Created cohesive visual languages and UI assets**, balancing creativity with accessibility and clarity across diverse platforms.

EXPERIENCE

UX/UI Designer — Redly Games, Remote

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

Designed and refined UI/UX for story-driven titles, improving onboarding flow and interaction design — boosting early player engagement by 15% in playtests.

Product Designer — AirG Inc, Vancouver

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

Led end-to-end design for *BrainTest*, *Mini-Me Kids*, and *UnlimitedGamez*, aligning UX strategy and *internal tool* optimization — cutting manual workflows by 40% and improving release efficiency.

UX/UI Designer — Wooga, Berlin

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

Improved UX/UI for *Jelly Splash* by refining visual hierarchy, user flow, and event rollout systems — increasing daily active users by 10% and enhancing retention.

UX/UI Designer — Goodgame Studios, Hamburg

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

Built scalable UI systems and usability flows for new features, collaborating with developers to enhance user interaction — improving feature adoption by 20%.

UX/UI Designer — Relic Entertainment / SEGA, Vancouver

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 information clarity and tactical flow — increasing command accuracy by 18% during QA testing.

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EXPERIENCE CONT.

Game Artist — Wooga, Berlin

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

Created UI assets and improved UX flows for *Bubble Island*, *Pocket Village*, and *Jelly Splash*, enhancing player navigation and increasing retention by 12% in usability tests.

Web Designer — Gogiro Internet Group, Vancouver

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

Designed and developed web templates using HTML/CSS, optimizing layout and navigation — reducing client site bounce rates by 25%.

Graphic Designer — Impact Production, Winnipeg

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

Designed broadcast graphics and visual systems for IPTV, improving readability and interface clarity — increasing viewer satisfaction by 30%.

EDUCATION

- **Front-End Diploma**, SheCodes.io, Online Bootcamp, 2024
- **Product Management Certification**, Brain Station, Vancouver, 2019
- **UXQB Certified Professional for Usability and User Experience**, International Software Quality Institute, London, 2016
- **Master of Digital Media**, Centre for Digital Media, Vancouver, 2009 - 2011
- **Bachelor of Fine Arts (Graphic Design)**, University of Manitoba, Winnipeg, 2003 - 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