

# MINKYONG KIM

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## WORK EXPERIENCE

### PRODUCT MANAGEMENT INTERN (UX DESIGN FOCUS)

ZALORA Group | May 2018 - Sept 2018

- Optimized the online fashion retailer's free shipping membership renewal flows for customers by creating designs for an automatically renewing membership
- Worked independently and collaboratively with stakeholders to design interfaces/flows for integrating a credit card rewards redemption program to offset purchases
- Conducted and analyzed usability tests and interviews with customers to improve designs for filters, wishlist, and order-tracking modules

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## RESEARCH EXPERIENCE

### GRADUATE RESEARCH ASSISTANT

University of Washington | Sept 2018 - Present

- Designed experiences and activities to help Facebook users be more conscious and mindful about social media activities

### UNDERGRADUATE HONORS THESIS

Northwestern University | Jan 2017 - Dec 2017

*Communicating with Reactions: The role of self-presentational concerns in disclosing emotional reactions via Reactions on Facebook*

- Conducted a mixed-methods research study on how Facebook Reactions is used in context and its implications for self-presentational concerns on SNS

### UNDERGRADUATE RESEARCH ASSISTANT

Northwestern University | Jan 2016 - Dec 2017

- Examined how different social media platforms afford and constrain self-presentation and how they influence online impression formations
- Behaviorally coded qualitative data to capture user attitudes towards algorithmic feeds on social media
- Helped monitor data collection processes in another research study sponsored by Google examining various online and offline strategies people engage in when asking questions

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## EDUCATION

### M.S. IN HUMAN-CENTERED DESIGN AND ENGINEERING (HCDE)

University of Washington | 2018 - 2020

### B.S. IN COMMUNICATION STUDIES, MINOR IN COGNITIVE SCIENCE

Northwestern University | 2015 - 2018

GPA 3.81

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## AWARDS

### DEPARTMENTAL EXCELLENCE AWARD

Northwestern University School of Communication | June 2018

### UNDERGRADUATE SUMMER RESEARCH GRANT

Northwestern University | June 2017

## DESIGN SKILLS

User Research  
Contextual Inquiry  
Affinity Diagramming  
Prototyping  
Usability Testing  
Heuristic Evaluation  
Stakeholder Management

## RESEARCH SKILLS

Qualitative Research  
Survey/Questionnaires  
Qualtrics  
SPSS  
R

## TOOLS

Sketch  
inVision  
Marvel  
Figma  
HTML/CSS  
p5.js

## CONTACT

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