MINKYONG KIM

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 and launching designs for an automatically renewing membership
- Conducted and analyzed usability tests and interviews with customers to improve designs for filters, wishlist, and order-tracking modules
- Worked independently and collaboratively with stakeholders to design interfaces/flows for integrating a credit card rewards redemption program to offset purchases

RESEARCH EXPERIENCE

GRADUATE STUDENT RESEARCHER
University of Washington Information School | Jan 2019 - Present
- Conducting qualitative data analysis on children interactions with voice interfaces at the User Empowerment Lab

GRADUATE STUDENT RESEARCHER
University of Washington College of Engineering | Jan 2019 - Present
- Planned and conducted remote moderated usability tests as part of a course project for HERE Technologies, a map and location-based data solutions provider

University of Washington College of Engineering | Jan 2019 - Present
- Contributed to research methodology in examining a client organization's organizational structure and decision-making processes for UX maturity by developing and conducting semi-structured interviews

University of Washington College of Engineering | Sept 2018 - Dec 2018
- Applied participatory and research-through-design principles to design activities for increased mindfulness of information consumption on social media

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

PI: Darren Gergle
- 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 from Twitter to capture user attitudes towards algorithmic feeds on social media
- Helped monitor data collection processes in a research study sponsored by Google examining various online and offline strategies people engage in when asking questions

EDUCATION

M.S. IN HUMAN-CENTERED DESIGN AND ENGINEERING (HCDE)
University of Washington | 2018 - 2020
GPA 3.86

B.S. IN COMMUNICATION STUDIES, MINOR IN COGNITIVE SCIENCE
Northwestern University | 2015 - 2018
GPA 3.81

AWARDS

DEPARTMENTAL EXCELLENCE AWARD
Northwestern University School of Communication | June 2018

UNDERGRADUATE SUMMER RESEARCH GRANT
Northwestern University | June 2017

RESEARCH SKILLS

Qualitative Research
Qualitative Coding
Survey/Questionnaires
Qualtrics
SPSS
R

DESIGN SKILLS

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

TOOLS

Sketch
inVision
Marvel
Figma
Adobe XD
HTML/CSS
p5.js

CONTACT

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