

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
 - 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

- 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
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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

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
Adobe XD
HTML/CSS
p5.js

CONTACT

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