

SUNNY MINSEON KIM

UX Designer

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www.adropofsunny.com

EDUCATION

University of Michigan (4.0/4.0)

ANN ARBOR, MI / AUG 2018 - PRESENT

Master of Science in Information

Specialization in HCI, UX Design and Research

University of Kansas (3.67/4.0)

LAWRENCE, KS / DEC 2013 - DEC 2016

Bachelor of Science in Journalism / Strategic Communication

Bachelor of Science in Business / Marketing

Korea University

SEOUL, SOUTH KOREA / JAN - DEC 2015

Study abroad

SKILLS

Design

Sketch, Invision, Illustrator, Indesign, Photoshop, XD
Lightroom, Premiere Pro, After Effects

Programming

HTML, CSS & basic JavaScript

Analytics

Google Analytics, Google Adwords, Hootsuite

Language

Korean, English

WORK EXPERIENCE

DataLocker Inc.

Digital Marketing Specialist

Overland Park, KS / JAN 2017 - FEB 2018

- Administered web analytics with Google Analytics dashboards, reports, Excel and SEO reporting tools
- Created marketing materials with design team including product video, datasheets, product logo, and packaging
- Organized and coordinated the company's 10 year anniversary event for 40+ employees

PROJECTS

Blue Hive

UX Designer

Ann Arbor, MI / AUG - DEC 2018

- Design a mobile Q&A platform for international students, incorporating user research and usability test findings
- Design and iterate sketches, wireframes, storyboard, and paper and high fidelity prototypes

Food Gatherers

UX Researcher

Ann Arbor, MI / AUG - DEC 2018

- Provide information consultation regarding food recall handling procedure for a non-profit organization
- Execute extensive qualitative methodologies such as competitive analysis, background research, user interviews, and affinity wall

Kansas City Innovation Center THINKCUBE

Creative Director

Kansas City, MO / AUG - DEC 2016

- Directed the creation of visual assets such as logo, plansbook, mockups, photos, and brand anthem video and maintained a consistent visual direction for ThinkCube
- Generated campaign strategies to advance Kansas City's Smart City Initiative by the Kansas City Mayor's Office
- Implemented for the launch of the Center in June 2017 and presented to the KS Board of Regents in April 2017