

# Jin Yim

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## EXPERTISE

UI Design / UX Design  
Wireframing / Prototyping  
Branding / Logo Design  
Information Architecture  
User Research  
User Style guide  
Iconography  
Personas  
Usability Analysis  
Story boarding  
UI Animation  
E commerce  
HTML / CSS

## TOOLS

Figma  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
After Effects  
Premiere Pro  
Balsamiq  
WordPress / Shopify

## SOFT SKILLS

Empathy  
Interpersonal - communication  
Easily Adaptable  
Time managing  
Organization Skill

## Language

English  
Korean

## SUMMARY

UI designer skilled at developing user-centered design solutions that prioritize people's needs for diverse clients across different industries. A passion for creating user friendly designs and a background in graphic design. An eager learner, seeking out new ideas and workflows to improve the design process and deliver exceptional user experiences.

## UX/UI PROJECTS

TruYum, Responsive Recipe App / EVERYTRAIL, iOS & Android recipe app / Tripo, Responsive money saving app - **CareerFoundry Case Study**  
Dec 2022 - Feb 2023

- Conducted competitive analyses, user interviews, surveys, and A/B testing to gather invaluable research data and develop personas, user flows, and sitemaps.
- Applied a user-centered design process and mobile-first approach to design a responsive web app for finding and sharing recipes
- Designed high-fidelity screens, mockups, prototypes, and a comprehensive style guide based on stakeholder requests and end-user feedback

## EDUCATION

**UX/UI Design Immersion, CareerFoundry | Online Aug 2022 - Jun 2023**  
500+ hours of UX/UI Design study and implementation, resulting in the end-to-end design of 3 applications. Specialized in Frontend Development

**Bachelor of international fashion business | NottinghamTrent University, UK 2006 - 2008**

## WORK EXPERIENCE

- |   |                            |
|---|----------------------------|
| <b>Web/ Graphic Designer</b>  | <b>Jul 2018- Dec 2022</b>  |
| Lime Creative   <i>Online Web Agency &amp; Ecommerce</i>  | Frisco, TX                 |
| <ul style="list-style-type: none"><li>Through UX and digital branding skills, each company recorded an average increase in sales of more than 30%</li><li>Creatively working digital branding: Logo, Color, Layout, Typography, illustration to build each website.</li><li>E commerce Online mall: <a href="https://gouftgolf.com/">https://gouftgolf.com/</a></li><li>Bio Research Company: <a href="https://www.summit-biostats.com/">https://www.summit-biostats.com/</a></li><li>Sushi Restaurant: <a href="https://momosushifrisco.com/">https://momosushifrisco.com/</a></li></ul> |                            |
| <br><b>Overseas Sales &amp; Merchandiser for N.America</b>  | <b>Apr 2012-Nov2016</b>    |
| Jaeyang industry   <i>Electronic case Design</i>  | Seoul, S. Korea            |
| <ul style="list-style-type: none"><li>Overseas sales for USA, Europe market: Worked with 'Phillips' Global (USA / Netherlands / UK / Austria), Leica (Germany), Metz (Germany) - Product Design for Philips electronics case</li><li>Performance: Increased sales volume by 3.6 times by introducing own design skill</li></ul>   |                            |
| <br><b>Head Marketer for accessories team</b>   | <b>Feb 2008 - Jan 2009</b> |
| New Balance Korea Elandco.,Ltd  | Seoul, S.Korea             |
| <ul style="list-style-type: none"><li>Season planning and merchandising (sourcing) for 09SS / 09FW</li><li>Sourcing quality merchandised for competitive domestic and international vendors</li><li>Analyzing market trend and / Analyzing selling point - Buying items from USA and HK for domestic market</li><li>Performance: First adopted color palettes from original shoes to coordinate all kinds of accessories from the NewBalance launch in Korea onward.</li></ul>  |                            |