

YOO KIM

yk493@cornell.edu

nataliekim.github.io

847-274-4012

Education

Cornell University, Master's in Information Science

Expected Graduation: Spring 2018

Cornell University, BA in Economics, 2013-2017

I am a designer & content strategist with a passion for the visual and functional.

Experience & Projects

Content Strategy Intern, Facebook

September 2016 - Present

Developed content for user interfaces, product nomenclature, user experience, and information architecture. Created information/content flows and systems with designers to increase clarity and drive metrics on Facebook's platform.

UI/UX Designer & Research Assistant,

Coffee Project

September 2016 - Present

Conducted user research and interviews to investigate lack of transparency in costs of coffee production. Designed prototypes of an interactive interface to facilitate cost inputting by building wireframes using Sketch and InVision

Front-End Engineer, StartupTree

June - August 2016

Developed new product features (messaging, metrics) with backend team using Javascript, HTML, CSS, Django. Enhanced UI/UX for branch site Mentor Vitae by redesigning and rebranding the site iteratively via

Spotify Design Case Study

September - December 2016

Conducted user research, interviews, and persona creation to inform solution for problem space. Built low, medium, and high fidelity mockups and tested prototypes using Popcorn, Sketch, and InVision

Activities

Core Team Designer, Cornell App Development

Cornell AppDev is an engineering project team focused on mobile app development. Currently redesigning iOS version of Eatery for Android.

VP Finance & Choreographer, BreakFree Hip Hop

Allocate funds in budget for annual and semester expenses including showcase and competitions

Skills

Programming

Java, Javascript, d3, Python, HTML5, CSS3, Git, Bootstrap, PHP

Design

Sketch, Illustrator, InVision, Principle, Prototyping, Marketing

Coursework

Digital Product Design, Human Computer Interaction, Web Design & Programming, Python, Designing Tech for Social Impact, Data-Driven Web Applications, Java, Cognitive Science, Communications & Technology, Networks