NATALIE KIM

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Education

Cornell University, College of Arts & Sciences**,** Graduation: Spring 2017
Information Science & **Economics**
Expected Master's in Information Science, **Expected Graduation: 2018**
Cumulative GPA: 3.2

I am a front-end engineer, with a focus in UI/UX design & a passion for the visual and functional.

Experience & Projects

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 faciliate cost inputing by building wireframes using Sketch and InVision

Front-End Engineer, StartupTree

June - August 2016

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

Marketing Manager, Peerplus

June - August 2016

Created a marketing plan and schedule for full launch of product with weekly objectives for business and programming teams. Managed product direction by creating and reprioritizing new features for each iteration from user

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

**VP Finance & Choreographer,
BreakFree Hip Hop**
Allocate funds in budget for annual and semester expenses including showcase and competitions

**Participant,
Spark Creative Design Sprint**

**Member,
Alpha Epsilon Phi**

Skills

Programming	Javascript, jQuery, Python, HTML5, CSS3, Git, Bootstrap, PHP, SQL
Design	Sketch, Illustrator, InVision, Origami, Prototyping, Marketing

Coursework

Digital Product Design, Web Design & Programming, Python, Designing Tech for Social Impact, Cognitive Science, Communications & Technology, Networks, Marketing