

# Nayeon Kim

Product Designer

Based in San Francisco, CA

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## EXPERIENCE

### Lyft, Rider App — *Product Designer*

SAN FRANCISCO, CA | MAR 2020 - MAY 2023

Led vision designs for evolving Lyft's Rider app to make personalized recommendations, revamping home architecture and ride hailing flows.

Worked on Consumer Platform, shipping org-wide design system updates such as dark mode, menu navigation, a11y standards, new map car assets.

Organized and led Lyft's Design Mentorship Program, enabling growth & community across the org.

### Samsung Design — *Product Designer*

SAN FRANCISCO, CA | JAN 2019 - FEB 2020

Designed and prototyped Camera and Gallery app experiences for Samsung's Flagship S20 Galaxy phone. Facilitated workshops with key stakeholders and EVPs across SF and Seoul, driving ideation, concept development, and strategy.

### Instagram, Live Video & Video Calling — *iOS Engineer*

SAN FRANCISCO, CA | AUG 2016 - DEC 2018

Built and shipped globally core features of Instagram Live and Video Calling as a 0 to 1 product. Drove experimentation, and supported a growing product domain and engineering team. Mentored new engineers in Facebook's bootcamp program

### Instagram, Creation — *iOS Engineer*

MENLO PARK, CA | JUN 2015 - AUG 2015

Built and shipped multi-video clip stitching and editing in the Instagram Video uploading flow.

## EDUCATION

### Massachusetts Institute of Technology (MIT) S.B. Computer Science

JUNE 2016

Relevant Coursework: Artificial Intelligence, Mobile App Design, UI Design, Designing Interactions, Advanced Algorithms, Computational Structures, Computational Photography

## SKILLS

Visual & interaction design

User research (UXR)

Prototyping

Product thinking

Front end development

Experimentation & Data

## PROJECTS

### Pomello (YC W15) - *Design & Dev Intern*

JAN 2015

Designed, built, and shipped customer-facing landing pages in < 1 month.

### 2014 J.P. Morgan Code for Good Hackathon *2nd Place*

## INTERESTS

Ceramics & painting

Languages

## LANGUAGES

Native English, Korean

Developing Spanish