

Hisun Kim

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Summary

- Seven years of managing UX and front-end program teams; 9+ years of mobile and web UX design work serving large-scale consumer audience
- UX design + product development + business perspectives = Good at identifying customer problems, prioritizing based on ROI, collaboratively transforming the solutions to great user experience
- Looking for opportunities
 - To contribute in building a product experience that changes the status quo in everyday life
 - To lead wide-impact products to simple design while building a high-performance team

Work Experience

- 2011 UX / Product Consultant San Francisco, CA
- Helping early-stage startups to scope the minimum viable product for lean development while fortifying their key user experience
 - Designing iPhone and Android app user experience and setting product strategies

- 2011 **Connexive Inc.** Sunnyvale, CA
Director of User Experience
- Established user experience and product management discipline for an early-stage startup creating consumer web app for household management
 - Created main user scenarios and drove the product effort with prioritization
 - Oversaw front-end implementation and influenced back-end development
 - Produced user flows, wireframes, prototypes and UI specifications.
 - Analyzed usage metrics to reflect in user experience and marketing communications. Ran alpha testing programs to collect user feedback and test usability measures

- 2006-2011 **Microsoft Corp.** Redmond, WA
Senior User Experience Program Manager, Windows Live Experience, 2006-present
- Led a team of engineers and designers spearheading on various Location-based Service features
 - Shipped Windows Live Messenger on the web integrated in Hotmail and all other Windows Live web services to provide lightweight communication channel and widen the cross-usage between 350M Hotmail users and 300M Messenger users (messenger.live.com). Reached 65M unique users in the first month after launch.
 - Drove feature planning, design, development, and launch of Windows Live's personalized portal (www.live.com, over 100M users per month), Windows Live social search (www.live.com/search), and mobile home page (m.live.com) to synergize the product line offerings
 - Led number of version-one feature programs. Led feature teams of developers, testers, writers, usability engineers and designers. Collaborated closely with product planning and marketing teams. Communicated with a variety of stakeholders including executives, partners, and go-to-market teams.

Senior User Experience Designer, Windows Live Customer Design Center, 2006

- Developed UX guidelines and strategies for web gadget ecosystem for launch of Live.com
- Delivered common control designs across Windows Live product families
- Guided various projects with multiple design agencies

2005 **AOL Mobile** Seattle, WA

Senior User Interface Designer, Tegic Communications (Then AOL subsidiary, \$80M revenue mobile software provider (2005), now part of Nuance Communications)

- Represented Japanese mobile phone OEM customer accounts in user experience team for market-dominant mobile text input solution T9
- Led design effort and generated innovative product ideas at the task force to develop the company's visionary new business of multimodal input

2002-2005 **Motorola, Inc.** Chicago, IL

Senior User Interface Designer, PCS Consumer Experience Design Group, 2003-2005

- Led interaction design development of Mobile Instant Messaging. Conceptualized features and their interaction, prototyped user interface specifications, conducted user testing, and arranged with other functional teams around the world to build the application user interface and market it
- Co-led early-stage user interface planning of Mobile Presence feature. Assessed user perception of the service through focus group research, and identified opportunities to leverage current Motorola mobile user interface.

User Interface Designer, PCS Consumer Experience Design Group, 2002-2003

- Led user interface projects for Motorola's Sprint and Verizon phones. Defined user interface products, analyzed carrier requirements, represented Design team in cross-functional product team, built relationship with customer counterpart, executed user interface design work, supervised design contractors, and monitored ODM development of phone software.

Education

2008-2010 **University of Washington** Seattle, WA
MBA, concentration in Strategy, Marketing and Entrepreneurship

2000-2002 **Carnegie Mellon University** Pittsburgh, PA
Master of Design in Interaction Design

1994-1999 **Korea Advanced Institute of Science and Technology** Daejeon, Korea
Bachelor of Science in Industrial Design