

# Agnes Kim

## Product Designer

San Francisco, CA

-Email me on Indeed: <http://www.indeed.com/r/Agnes-Kim/6eecd940002af75f>

Authorized to work in the US for any employer

## Work Experience

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### Product Designer

Affinity - San Francisco, CA

July 2019 to September 2022

Revamped the Chrome extension product, incorporating new visual design styles and interactions aligned with the new design system and brand. Created a feature for bulk emailing and creating email templates. Co-led a project for creating a new Zoom app and Salesforce app to expand our product offering. Led design research and discovery for new markets. Led a multi-phase project for creating a more robust and secure team management and permission system for enterprise customers. Spearheaded design team processes, file management, team onboarding, and other design operations.

### Product Designer

Brandless - San Francisco, CA

May 2018 to March 2019

Designed, tested, and launched the sender and recipient experience for a new gift card product in 6 weeks. Redesigned the product details page to improve the discoverability of product information and create a flexible system that could be adapted to different category needs. Updated the global navigation, product cards, and PDP in addition to designing new variant support and landing pages for launch of new categories.

### UX Designer

Minted - San Francisco, CA

August 2017 to May 2018

Implemented new login and registration design across desktop and mobile, leading to 4.3% lift in overall registration and 14.6% increase in mobile registration. Incorporated new user research and usability testing initiatives into the product development workflow. Contributed to a new component library to improve UI consistency and increase efficiency for the design and front-end teams.

### Product Design Consultant

Various - San Francisco, CA

December 2016 to April 2017

Sketched, designed, and tested prototypes for a complex system that included an interactive map, analysis tools, and an image library. Led a strategic redesign of the information architecture to improve usability and discoverability of core features for a mobile app. Utilized card sorting and tree testing to inform the classification and hierarchy of the mobile navigation. Directed a Lean UX design studio to rapidly ideate solutions in short sprints. Led a team of 4 designers in iterations of lo-fi wireframing to incorporate solutions ideated in design studio to address issues from usability testing.

## **Product Manager**

Primer - San Francisco, CA

October 2015 to November 2016

Provided growth consulting for 10+ clients in various verticals. Delivered specs, implemented solutions, and conducted A/B tests, leading to improved conversion rates by an average of 30%. Improved UX of products by analyzing user behavior to identify pain points, design solutions, and prioritize high impact features.

## Education

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### **B.A. in Integrative Biology**

UC Berkeley

## Skills

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- Competitive Analysis
- Analytics
- Product development
- User Interviews
- User Journey Mapping
- Personas
- Information Architecture
- Wireframing
- Rapid Prototyping
- Usability Testing
- A/B Testing
- Figma
- Mixpanel
- Amplitude
- Optimizely

## Links

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<http://www.agnes-kim.com>