SOPHIE KIM

UI/UX Designer

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TOOLS

Figma   Adobe XD   Sketch
InVision   Photoshop   Miro
Marvel   Lightroom

SKILLS

- Design Thinking: Storytelling, Empathy
- Research: Survey, User Interview, Competitive Research, AB Testing, Usability Test
- Analysis: User Persona, Affinity Map, User Story, Empathy Map, User Flow, Google Analytics, VWO
- Information Architecture: Site Map, Journey Map
- Visual Design: Sketch, Wireframing, Prototyping, Interaction Design, Design System

EDUCATION

UX/UI Design
Springboard
2021

Real Estate
Long Beach City College
2020

English Literature and Culture
Kyunghee University
2019

ABOUT ME

I am a lifelong learner who is always eager to learn and grow. I am passionate about using user interview & research skills in human-centered design, which can empower people to have a positive, real-world impact. With a background in sales and customer service, I am good at hearing users' voices and solving their problems by empathizing and communicating effectively.

EXPERIENCE

UX Designer   09/2023 - Present
BOLD

- Collaborating with cross-functional teams to ensure cohesive design solutions aligned with business goals and user needs
- Presenting comprehensive design deliverables weekly to stakeholders, effectively communicating rationale behind proposed solutions while addressing concerns or questions proactively
- Increased user engagement through A/B testing and iterative improvements based on data analysis

UI/UX Designer   05/2023 - 10/2023
Happy Taxi - Freelance

- Designed UI mockups and visual elements and iterating prototypes for mobile application
- Created user flows and user journeys for both drivers and customers to understand user's paths and experience
- Worked closely with the offshore developers throughout the design process and guiding them to ensure pixel-perfect experiences

UI/UX Designer   02/2022 - 04/2023
HomeLister

- Co-led UX design for SaaS applications user flow and navigation menu, resulting in a 15% increase in conversion rate and 20% in user engagement rate
- Designed features for B2C real estate platform for development and implemented responsive design principles across various devices, including desktop, tablet, and mobile
- Presented customer-centric design to internal teams and key stakeholders weekly to gather feedback and iterated on design
- Created a design system for reusable components and consistent patterns, which sped up the development process

UI/UX Designer   11/2021 - 01/2022
Savviest - Contract

- Developed a new feature "career coaching dashboard" on web from start to finish (research, design, test, implement), resulting in an 18% user growth
- Performed end-to-end user experiences by working in collaboration with the developers, designers and stakeholders closely
- Synthesized user insights into feasible design decision and built interactive prototypes and conducted user testings using InVision and Zoom