

Sohee Kim, Strategic product designer

📍 Vancouver, BC, Canada | ✉ sohee0819@gmail.com | 🌐 [Portfolio Website](#) | 🔗 [LinkedIn](#)

With **6+ years of expertise** in **service design, data visualization, and user-centric design** across B2B, B2C, and government platforms. Experienced in **leading UX strategy, implementing scalable design systems, and integrating human-centric solutions** to drive engagement and accessibility. Adept at collaborating with cross-functional teams.

Skills & tools

- User Research, Information Architecture, Interaction design, Prototyping, Usability testing, User interview, User-Centred Design (UCD), Responsive Design, A/B Testing, project management, stakeholder engagement, Communication and Presentation.
 - Asana, Jira, DevOps, Figma, Miro, Adobe Creative Suite, Framer, Creatie, HTML, CSS/SCSS, JavaScript, Power BI, Zapier, Replit, Usertesting.com
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Experiences

UX Strategist II

City of Vancouver | Nov 2023 - Mar 2025 | Vancouver, Canada

Leading UX strategy, service design, and digital transformation for city-wide initiatives, ensuring accessibility, inclusivity, and usability at scale.

- **Spearheaded the end-to-end digital strategy** for the city's new sustainability program, Energize Vancouver. Improved the usability by conducting **contractual interviews**. Achieved a **94% compliance rate** within the first year. Reduced
- Developed the **UX evaluation framework** for selecting vendors, driving the adoption of foundational UX principles to the organization for **long-term scalability**.
- Led the **user research** and **data-driven insights** for the city's waste collection service, developing a **PowerBI dashboard** with AI-driven feedback sorting at 80% accuracy to identify pain points and enhance operational efficiency.

Intermediate UX/UI Designer

Monstercat | May 2022 - June 2023 | Vancouver, Canada

- Designed and released 25 features on Label Manager, **Monstercat's internal tool** for payments, incentives, and billing, enhancing internal productivity and workflow clarity for multiple teams.
- **Implemented scalable design systems with Figma Tokens**, reducing **design-to-dev inconsistencies by 40%**.
- Led design and development of an annual event campaign, called Tamagato, enhancing user engagement, and attracting **75K+ visitors in 48 hours**.

- Educated the team on the importance of UX and streamlining **UX-engineering collaboration** and cutting development bottlenecks by **20%**.

UX/UI Designer

MintList | Feb 2022 - May 2022 | Vancouver, Canada

- **Led a UX sprint** to launch a **responsive web experience in two weeks**, increasing adoption.
- Developed **high-fidelity prototypes** for stakeholder meetings. Conducted design QA, and assisted **A/B testing**.

UI Designer

Yanolja | Jun 2018 - Dec 2019 | Seoul, Korea

- Utilized Google Analytics for **data-driven** banner optimization, resulting in an elevated conversion rate of 2.15%.
- Developed **photography guidelines** for merchandise, resulting in a 34% increase in click-through rates compared to total daily visitors.

Product Designer

Rihoz | Nov 2016 - Jun 2017 | Seoul, Korea

- O2O service design: Improved user experience through **data analysis**. Increased the booking rate from 5% to 15% in 3 months.

Junior Designer

MAXST | Feb 2015 - Aug 2016 | Seoul, Korea

- Contributed to 3D content development for various devices such as LG Smart Glass and Kia Motors' AR vehicle manual app.

Education

Computer and Information Systems Security/Information Assurance

Douglas College | Jan 2020 - Feb 2022 | New Westminster, Canada

Industrial and Product Design

Korea Polytechnics, Kangseo | Mar 2013 - Feb 2015 | Seoul, Korea

Awards

Top3: The Ringle Service Design Contest May 2023 | Issued by Ringle | [Presentation link](#)

In a team of two designers among 164 teams

Top1: Protohacks, FeARless Feb 2022 | Issued by Apply Digital | [Presentation link](#)

In a team of five designers. Delivered a pitch deck of AR products in the healthcare industry.

Top2: Patagonia Creative Jam Dec 2021 | Issued by Adobe | [Presentation link](#)

In a team of two designers. Delivered a high-fidelity prototype from scratch in the 1.5-week timeline. Compete with global students from North America to Europe.

Top2: Amazon Creative Jam Nov 2021 | Issued by Adobe | [Presentation link](#)

In a team of two designers

Top10: New York Times Creative Jam Sep 2021 | Issued by Adobe | [Presentation link](#)

In a team of two designers