

Product Designer | [DesignerSoheeKim.com](http://DesignerSoheeKim.com) | [Likedin](#)

With 5+ years of building digital products in the entertainment, SAAS, e-commerce and AR/VR industries. Has degrees in CIS and Industrial design.

## Experiences

**Intermediate UX/UI Designer** Monstercat | May 2022 - June 2023

- Implemented a data-driven approach to optimize user support, achieving a 25% increase in user satisfaction.
- Spearheaded the creation of high-quality interactions, driving a human-centred design process and collaborating with cross-functional teams to deliver 25 features on a complex internal platform, resulting in a 20% reduce in average task completion time.
- Led design and development of annual event landing pages, enhancing user engagement, resulting on a 75,000+ UV sessions in two days on one of the annual event landing pages(Tamagato)
- Educated and implemented a new workflow within the team, reducing ticket resolution time by 40%.

**UX/UI/Visual Designer** MintList | Feb 2022 - May 2022

- Collaborated in an agile setting to launch a responsive website within two weeks.
- Created wireframes in Figma, ensuring alignment with stakeholder requirements.
- Developed high-fidelity prototypes for user testing and quality assurance, and assisted A/B testing.
- Maintained a cohesive brand identity, aligning all social media content with brand guidelines.

**UI Designer** Yanolja | Jun 2018 - Dec 2019

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

**UX/UI Designer** AMI systems | Sep 2017 - Mar 2018

- Enhanced features for in-house software AMIDIA (Media Optimization Contents Management System(CMS))

**Product Designer** Rihoz | Nov 2016 - Jun 2017

- O2O service design: Improved user experience through data analysis and effective communication with board members to present design progress and results.
- Restructured the mobile app, and increased the booking rate from 5% to 30%.

**Junior Designer** MAXST | Feb 2015 - Aug 2016

- Kia Motors' participation in AR manual APP design with Unity, 3D MAX.
- Contributed to 3D content development in various devices such as LG smart glass, Kiosk and interactive wall.

## Achievements

**The 4th Ringle Service Design Contest** ·

[Presentation link](#)

Issued by Ringle | May 2023

**3rd place** in a team of 2 among 164 teams.

**Prothacks** · [Presentation link](#)

Issued by Apply Digital | Feb 2022

**1st place** in a team of 5.

**Patagonia Creative Jam** · [Prototype link](#)

Issued by Adobe | Dec 2021

**2nd place** in a team of 2.

**Amazon Creative Jam** · [Prototype link](#)

Issued by Adobe | Nov 2021

**2nd place** in a team of 2.

**The New York Times Creative Jam**

· [Prototype link](#)

Issued by Adobe | Sep 2021

**10th place** in a team of 2.

## Education

### • Douglas College

Computer and Information Systems  
Security/Information Assurance

Jan 2020 - Feb 2022

### • Korea Polytechnics, Kangseo

Industrial and Product Design

Mar 2013 - Feb 2015

## Tools & Skills

Figma, Adobe Creative Suite, Sketch, Zeplin, Framer, HTML, CSS/SCSS, JavaScript.

User Research, Information Architecture, Interaction Design, Prototyping, Usability Testing, User-Centred, Design (UCD), Responsive Design, A/B Testing, project management, Communication and Presentation.