

HOWARD KIM

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PROFESSIONAL SUMMARY

I came to UX/UI through an unexpected door. Years in healthcare taught me that when a patient says 'I understand' but shows up unprepared, the failure isn't theirs. It's in how the information was designed. As a UX/UI professional, I tie that instinct to usability testing and analysis to catch where it breaks down before it shows up in the data. That foundation, combined with 4+ years across B2B and B2C platforms, is why my work tends to move numbers: a 30% lift in conversion rates, a 17.5% increase in booked appointments, and counting.

CORE SKILLS

Figma • Sketch • InVision • Jira • HTML/CSS • Hotjar • Excel • Power BI • Shopify • Squarespace • Usability Testing • A/B Testing • Journey Mapping • Data Synthesis • AI-Aware Design • Agile • Project Management • ERP • Vibecoding

PROFESSIONAL EXPERIENCE

Kancan

UX Designer / Data Analyst

Vernon, CA | July 2025 – Present

- Optimized key user flows and on-site merchandising for the Shopify storefront to lift conversion rates from 0.69% to 0.90% (Q3–Q4 2025), delivering targeted UX/UI improvements and user-centered redesigns validated by session data and behavioral analytics.
- Conducted a comprehensive site audit and user surveys to surface friction points, then implemented UX, design, and content enhancements that significantly improved customer satisfaction scores and reduced drop-off rates across key pages.
- Built data analysis reports in Excel and Power BI to surface top-selling products by state, analyze customer demographics, and deliver strategic insights that directly informed inventory planning, regional marketing strategy, and quarterly product prioritization decisions.
- Designed and launched an A/B testing framework for homepage and product page layouts, driving iterative improvements that reduced bounce rate by 12%, increased average session duration, and meaningfully improved overall engagement metrics site-wide.
- Leveraged Hotjar heatmaps and session recordings to identify high-impact drop-off points in the checkout funnel, informing redesign decisions that contributed to a measurable lift in completed purchases and improved funnel efficiency each quarter.

AutoNation Mobile Service

UX/UI Designer

Remote | May 2023 – January 2025

- Designed and optimized B2B and B2C web and mobile interfaces for a tools platform and service funnels, increasing user engagement by 4.5% through refined interaction patterns, streamlined task flows, and iterative data-informed UX improvements.
- Led a post-acquisition UX/UI overhaul of the RepairSmith digital experience, aligning branding and user journeys to boost booked appointments from 3.6% to 4.23% (17.5% increase), improve long-term retention, and unify cross-platform consistency.
- Conducted usability testing, stakeholder reviews, and task success validation across mobile and desktop platforms to ensure consistently intuitive, high-performing interfaces that met both user needs and broader business performance goals.
- Partnered with product managers and engineers in Agile sprints to define acceptance criteria, prioritize UX improvements in the backlog, and reliably deliver polished, stakeholder-approved design assets on schedule across multiple concurrent workstreams.
- Created high-fidelity prototypes and interactive mockups in Figma to communicate design intent, accelerating stakeholder sign-off cycles and significantly reducing back-and-forth revision rounds across build, quality assurance, and handoff phases.

Ontologic

UX Designer

Remote | January 2022 – January 2023

- Managed full end-to-end UX lifecycle including research, journey mapping, wireframing, prototyping, usability testing, and developer handoff, while integrating ML-driven tools to enhance team workflows, reduce friction, and improve output quality.
- Built and maintained a comprehensive design system with a scalable, reusable component library, improving cross-product visual consistency and significantly accelerating both design iteration cycles and downstream development timelines across all products.
- Led stakeholder meetings and authored developer-ready documentation for seamless implementation handoffs, ensuring clear cross-team alignment on design decisions and minimizing ambiguity, rework, and delays throughout the build phase.

OC Gastrocare

Medical Assistant

Anaheim, CA | January 2018 – January 2021

- Assisted gastroenterologists during specialized GI procedures including upper endoscopies and colonoscopies, providing precise chairside support in a sterile, fast-paced environment that contributed to efficient, high-quality procedure completion.
- Coordinated clinical workflows across inpatient and outpatient settings, managing patient intake, charting vital signs, and maintaining meticulous accuracy in Electronic Health Records (EHR) to streamline daily care operations and support clinical quality standards.
- Improved patient outcomes by delivering clear, empathetic pre- and post-procedure education covering bowel preparation guidelines and dietary restrictions, which directly reduced day-of cancellations and raised patient preparedness and satisfaction scores.

EDUCATION

B.S., Exercise Science

California Polytechnic State University, Pomona

June 2015

Post-Baccalaureate, Pre-Med

University of California, Los Angeles (UCLA)

September 2021

CERTIFICATION

Google UX Design Professional Certificate

Coursera

September 2026

UX Design Certification

General Assembly

April 2022