Sophia Kim

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Experience

Lead Product Designer / Operto

JUL 2022 - FEB 2024 (1 yr 8 mos), VANCOUVER BC

- Executed end-to-end design processes: User research, data gathering, visual design, interaction design, prototyping, and user testing.
- Created user journey maps, conducted market research, and envisioned designs, contributing to strategic business decisions and establishing a clear roadmap for business strategy.
- Built and managed the design system with Figma, elevating productivity, visual consistency, bug reduction, and expedited handoff to the engineering team.
- Addressed usability issues and implemented a responsive design project, significantly boosting mobile user engagement.
- Enhanced the 'Self Digital Check-In with Mobile' feature, incorporating improvements to payment, verification, and QR code scanning, which resulted in raising US$25 million in Series B financing.
- Fueled team growth through active participation in designer hiring, mentorship, and guidance.

Product Designer / ThoughtFarmer

JUL 2017 - JUL 2022 (5 yrs and 1 mo), VANCOUVER BC

- Designed an 'Admin Theming Console' as an easy brand customization tool that doesn't require any technical skills, resulting in a 32% user engagement boost, a 7% sales increase, and a reduction in the customer success team's workload.
- Led a design refresh project, which included native mobile app design, the design system, and enhanced product accessibility, resulting in improved overall user experience, visual and surpassing WCAG 2.0 AA guidelines.
- Showcased prototype to clients and interviewed to gather requirements, obtain feedback, and validate features for a deeper understanding of user needs.

- Shared inspiration and creativity by applying design and rapid prototyping skills to engage stakeholders, developers, a customer success team and a sales team.

Senior Designer / Irix design group
MAR 2014 - MAY 2017 (3 yrs and 3 mos), VANCOUVER BC

- Developed branding, wireframes, visual design and quick prototyping and testing for user-centered responsive websites.
- Collaborated with the development team to resolve UI problems and address HTML/CSS-related issues.
- Edited videos, applied visual effects, created storyboards, and coordinated shooting for TV and online marketing material.

Senior Designer / NCD Partners
OCT 2008 - JUN 2011, (2 yrs and 9 mos) SEOUL, SOUTH KOREA

- Showcased at the 'CES show 2012' - Designed the dashboard interface for the 'KIA Motors' hybrid concept car.
- Built UI specs and style guide for LG mobile phone devices and delivered assets.
- Showcased at the 'CES show' 2011 - Designed the LED screen interface for the 'LG smart oven.'
- Conducted research, created mood boards, and actively participated in the design concept.
- Created 3D menu icons, graphics, and animated interaction design for mobile.
- Created design options for A/B testing and conducted design QA with the 'LG Electronics' engineering team.

Education

Bachelor Degree in Design Science / Jeonbuk National University
MAR 2003 - FEB 2007, SOUTH KOREA

- Graduated with Top Honors and earned scholarships for the entire semester.
- Vice President of the Design Advertisement Club
- Obtained a Secondary School Teaching License - Art (Grade 2)

UX/UI Development / BCIT
MAY 2016 - JUN 2016, VANCOUVER BC