

# Sohee Kim, Strategic product designer

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

With 7+ years of expertise in service design and data visualization across diverse sectors, including B2B, B2C, and public sectors. Proven ability to lead UX strategy, implement scalable design systems, and integrate human-centric solutions to drive engagement and accessibility. Adept at collaborating with cross-functional teams in agile environments. Strong analytical and data-driven approach to improving user experiences.

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## Skills & tools

- **Design & UX:** User Research, Information Architecture, Interaction Design, Prototyping, Usability Testing, User Interview, User-Centred Design (UCD), Responsive Design, A/B Testing, Mobile-First Experiences, Visual Design, Accessibility Standards, Wireframing, User Flows, High-Fidelity Prototypes
  - **Collaboration & Management:** Project Management, Stakeholder Engagement, Communication, Presentation, Agile Development, Cross-functional Teams, Data Analysis, Feedback Integration
  - **Tools:** Figma , Miro , Adobe Creative Suite , UserTesting.com , Jira , Asana , DevOps , Power BI , HTML , CSS/SCSS , JavaScript
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## Experiences

### UX Strategist II

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

Led 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.

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## 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

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## Awards

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

In a team of two designers among 164 teams

**Top1: Prothacks, 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