

# MOON T. KIM

## Principal Product Designer

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[View My Current Work](#)

Creative and adaptive designer with a passion for crafting user-friendly solutions. I consider research, interaction design, accessibility, visual design typography, human factors, and design thinking as I embrace ambiguity and bring clarity to complex problems. I love working closely with cross-functional teams and stakeholders to create end-to-end user experiences that meet and exceed expectations. My approach is grounded in solid user research, usability testing, and a deep understanding of traditional design principles. I'm always looking to innovate and improve, whether it's through design systems, prototypes, or user flows.

## Areas of Expertise

- ◆ User Experience Strategy & Design
- ◆ Design System Development
- ◆ Visual & Motion Design
- ◆ Human-Centered Design
- ◆ User Research & Persona Development
- ◆ Usability Test Planning & Execution
- ◆ Typography - Color Theory
- ◆ User Flows
- ◆ Wireframing & Prototyping
- ◆ Team Training & leadership
- ◆ WCAG 2.0, 3.0, APCA
- ◆ Design Thinking

## Professional Experience

**Principal Product Designer**, Q2 Consulting, Vienna, VA

**2024 – Present**

- Lead the creation of user-friendly, responsive website designs, including wireframes, templates, and mockups.
- Develop and implement design and branding strategies that resonate with users, creating original graphics and icons.
- Kick-off projects by aligning objectives and timelines with stakeholders, ensuring we meet user needs and business goals.
- Ensure our designs comply with Section 508, WCAG 2.0, 3, and APCA accessibility standards.
- Collaborate with cross-functional teams to craft user-focused solutions, ensuring our projects meet business goals and fostering strong teamwork.
- Regularly conduct design reviews with the internal team, external partners, and MD stakeholders.

Current Project: Comptroller of Maryland Web Design for CMS [View Work In Progress \(Figma\)](#)

- Leading the design and implementation of a new public-facing, mobile-first website.
- Working closely with stakeholders to ensure the project aligns with user needs and business goals.
- Running(Planning) research efforts and design thinking workshops with the Maryland Comptroller team for discovery and creativity phases.
- Creating a comprehensive branding strategy, including original logo illustrations and icons, to enhance user engagement.
- Ensuring the new website design is WCAG compliant using current WCAG 2.2 and 3.0 guidelines.

**Freelance Product Designer**,

**2023 –**

*Navigated a career transition in 2023 following a large-scale layoff after 20 years of service. Embraced a half-year sabbatical for travel, self-reflection, and goal realignment. Took a Freelance contract near the end of 2023 to 2024.*

**Principal Product Designer + Design Manager**, Bidscale, Arlington, VA

**2021 – 2023**

Spearheaded partnership strategies by collaborating with cross-product, interdisciplinary, and leadership teams to create impeccable end-to-end user experiences. Initiated and facilitated design thinking workshops for the product team and tech leads by guiding strategy, training, and co-facilitation. Collaborated with analytics and product teams to incorporate user research, usability tests, and data insights into design decisions and refine design approaches. Developed and documented new design system components and patterns to facilitate collaboration and streamline delivery across business units. Cultivated strong cross-functional partnerships to ensure seamless integration between design and development while fostering cohesion through regular check-ins and one-on-one collaboration with engineers.

- Led the design and implementation of interfaces for various business units, including Bidscale Evaluation Tool, a digitally transformed task-flow tool that reduced government contracting processes by 40% for Government Agencies.
- Led a Heuristic Evaluation during a CEO-assigned interview challenge by securing a \$2.5M contract extension for a client's website.
- Oversaw and mentored a team of eight designers, focusing on enhancing their design ethics, technical abilities, project delivery, and management skills, as well as their proficiency in visual, motion, interaction, accessibility, and inclusive design.

- Played a pivotal role in expanding the design team from two to eight designers within a year, contributing to team scaling efforts.

**Sr. Product Designer**, Alarm.Com, McLean, VA

**2019 – 2021**

Created wireframes, prototypes, and design visuals for various platforms, including web, web-mobile, and native mobile devices. Led user research activities, such as conducting interviews, performing heuristic evaluations, analyzing market comparisons, and conducting usability tests, leading to developing user personas and journey maps and refined user flow and experience blueprints. Collaborated closely with Product Management and Leadership teams of the alarm.com platform to identify opportunities for functional enhancements, improve the user interface, and elevate the overall product experience.

- Collaborated with cross-functional teams, including product managers, engineers, researchers, and tech leaders, to guide user experience of a product from concept to launch, resulting in multiple CES and ESX Innovation awards for projects, such as the [SmartWater App](#), Smart Arming, Business Activity Analysis, and Smart Thermostat HD.
- Transformed vague ideas into valuable and enjoyable experiences for a user base of over 6M individuals.
- Designed and documented 30% of new components for the existing design system.

**Sr. Product Designer – Fanniema**, Reston, VA

**2018 – 2019**

Led design strategy for early funding. Conducted user research, created personas, journey maps, wireframes, prototypes, and visual designs, and conducted user tests. Participated in weekly sprint ceremonies while prioritizing design tasks aligned with sprint goals. Collaborated with cross-functional teams to iterate on designs while meeting user needs and business objectives..

- Increased 50% user satisfaction by collaborating with cross-functional teams to develop intuitive financial designs.
- Improved 60% design pivots usability by leading user research efforts with internal and external co-dev partners, such as banks and trade floor executives.
- Enhanced product features and functionalities by conducting and supervising over 50 usability tests.

**Sr. UX Designer**, FINRA, Rockville, MD

**2013 – 2018**

Led design strategy of multiple internal products. Conducted user research, created personas, journey maps, wireframes, prototypes, and visual designs, and conducted user tests. Translated business needs into user-centric designs by collaborating with product owners, developers, stakeholders, and users.

- Managed design and upkeep of seven platforms, including finra.org, finra.technology.org, and finrafoundation.org. Implemented the complete UX lifecycle process and streamlined the Information Architecture (IA).
- Improved interface usability and introduced optimized navigation structures for FINRA's Request Manager and Data Catalog by conducting heuristic analyses, usability testing, and contextual interviews.
- Led branding efforts, creating logos and digital deliverables for company hackathons. My active involvement in internal hackathons earned me accolades, including 3rd place among 250 participants in 2016 and the "Unconventional Award" in 2017.

**Lead UX Designer + Interaction Designer + Front-End Engineer**, Carfax, Chantilly, VA

**2009 – 2013**

Directed the design and rollout of consumer-oriented products, particularly Car Maintenance Tracker and the CARFAX for Dealers app, enhancing user experience. Each app garnered over 300,000 downloads and achieved ratings above 4.7 during my tenure. Engaged in visual and interaction design alongside front-end development with a diverse team. Ensured alignment with business goals through active collaboration with stakeholders, analysts, and colleagues. Managed the creation process from initial sketches and wireframes to final front-end development.

- Led UX design of [Car Maintenance Tracker](#) web and mobile app to help owners track & maintain their vehicles. The app received over 108.7k with 4.8 ratings to date, with 300k downloads during my time there.
- Boosted web conversion rates for Carfax.com through leading UI/UX initiatives.
- Partnered with web analysts to enhance UI/UX strategies, resulting in increased web conversion.
- Recognized twice with company awards for exceptional product design.

## Additional Experience

<b>Interactive Designer + Front-End Engineer</b> , Siteworx, LLC, Reston, VA	<b>2009</b>
<b>Interactive Designer + Art Director</b> , EEI Communications, Alexandria, VA	<b>2008</b>
<b>Interactive Designer + UI Designer</b> , Arnold Worldwide Agency, Tysons Corner, VA	<b>2008</b>
<b>Sr. Interactive Designer + Front-End Engineer</b> , Simplicity, Georgetown, Washington, D.C.	<b>2006-2007</b>

## Education

**Bachelor of Arts in Interactive Media Design**, The Art Institute of Washington, Rosslyn, VA (Ongoing)

## Licenses & Certifications

**UX Research Certification**, [Nielsen Norman Group](#), Certification ID: 1018177

**Design Thinking Training + Co-Moderated in Training Departments within the Organization**, IDEO Design Thinking – FannieMae

## Design & Relevance

Rapid prototyping | Visual design | Typography | Interaction design | Information Architecture | Information Design | Customer Journey Mapping | Concept sketches | Wireframes & mockups | Motion design | User flows | Section 508 | WCAG 2.0 | Web Accessibility | Design System | Style guides & pattern library | Strategy & vision presentation | 3D Design (New)

## Tools

Figma | Sketch | Adobe Creative Suite | Usertesting.com | Photoshop | Illustrator | XD | Framer | Spline 3D | Dora 3D | Jitter | Rive | Ableton