

MINI KIM

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EXPERIENCE

Freelance UX Strategists/Researcher/Designer (April 2011 – Present)

- Conducted research and designed user flow for Memorial Sloan Kettering Cancer Center
- Worked on the visualization of investment data for Polly Portfolio, a financial start up
- Created wireframes for ge, dgit, Stop & Frisk app and start-up companies

Publicis Media (Publicis Groupe) New York, NY

Lead UX Researcher/Designer (June 2016 – Present)

- Led the team involved in gathering user requirements, user testing and wireframing for the in-house media planning tool
- Worked on UX research to understand media campaign flow and created process map and user personas
- Develop research plan and usability testing template
- Conducted competitive analysis of different tools on multiple projects

Shutterstock New York, NY

UX Researcher/Designer (July 2015 – June 2016)

- Planned and conducted user research and created report that demonstrated the users' needs and challenges through the map of existing user flow
- Managed junior UX designers and UX researchers and guided them to plan and run user testing

UNICEF Office of Innovation New York, NY

Director of Design and Interaction (June 2013 – August 2014)

- Built a design and interaction team by hiring designers, developers and data scientists
- Decided on priorities, determined deliverables and set timelines for different projects
- Oversee designers and developers through out all the projects

VivaKi (Publicis Groupe) New York, NY

UX/UI Designer (February 2012 – August 2012)

- Created process map for the Publicis Groupe's merger and acquisition process
- Participated in wireframing exercises and meetings for the internal iPad dashboard of media buying for CEO and CFO of Publicis Groupe
- Designed user interface and data visualization for the internal iPad dashboard

Addison Design Company New York, NY

Information Designer (June 2011 – February 2012)

- Participated in researching and re-designing "Explanation of Benefit" for BlueCross BlueShield South Carolina
- Created wireframes for online 2011 GE annual report

EDUCATION

General Assembly (Data Analysis), 2016

School of Visual Arts (Interaction Design), MFA 2015

School for Poetic Computation (Creative Coding), 2013

Washington University in St. Louis (Visual Communication), BFA 2008

SKILLS

Sketch, Omnigraffle, Invision, Illustrator, InDesign, Photoshop, Premiere
Fluent in Korean, familiar with Chinese, studying Hindi