

Jiyoung Kim

Accomplished and self-motivated problem solver with diverse background

Kirkland, WA 98034 | happy.jkim@gmail.com | (217) 552-9760

- **Design:** Led end-to-end design at Knowre and Ringle, improving products through user feedback, data analysis, and usability testing in iterative cycles.
- **UX Writing:** Developed and shared a UX writing guide at Ringle, enhancing content clarity and consistency across the product.
- **Design Specs & QA:** Delivered clear design specs and collaborated with engineers to resolve implementation issues; conducted pre-release QA and post-launch follow-up to ensure UX quality.
- **UX Evaluation:** Continuously improved UX through regular data reviews, usability testing, and customer feedback.
- **Collaboration:** Worked closely with PMs, engineers, and stakeholders to ensure alignment on goals and deliverables.
- **Design System:** Built Ringle's first design system and maintained it for consistency and scalability.
- **Strategic Thinking:** Balanced user needs with business goals to guide impactful design decisions.

PROFESSIONAL EXPERIENCE

Neuroaide

User Experience Designer (Contract)

US (Remote), July 2024 - September 2024

- Redesigned the product for its official launch after conducting a closed-beta phase

Ringle English Education

Head of User Experience Design

US (Remote), March 2021 - February 2024

- Established and led Ringle's UX design team, defining UX processes and deliverable formats to enhance product efficiency and accelerate delivery timelines.
- Spearheaded large-scale, cross-functional product initiatives by developing an end-to-end UX strategy aligned with business objectives, improving operational efficiency and consistency across teams.
- Championed collaboration between UX, product management, engineering, and leadership. Introduced a peer-review system to elevate design quality, streamline feedback, and create a more user-centered approach.

User Experience Designer

US (Remote), September 2020 - February 2021

KNOWRE

Director of US Product

US (Remote), October 2017 - August 2020

- Led large-scale, multi-team initiatives, including product localization for the US and Korean markets, ensuring strategic alignment with business and user needs.
- Managed a cross-functional remote team (engineering, design, content) to deliver complex product solutions, navigating ambiguity and ensuring roadmap execution.
- Developed and maintained product roadmaps, sprint schedules, and timelines to prioritize initiatives and meet deadlines effectively.
- Facilitated meetings to track progress, define next steps, and resolve blockers, driving project momentum.
- Leveraged usability research and data insights to inform product improvements across iPad apps and web platforms.

Team Lead, UX Team

US (Remote), May 2017 - September 2017

- Led UX strategy, mentoring designers and improving processes to ensure project success.
- Established UX-focused quality assurance frameworks to enhance consistency and usability across product teams.

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UX Designer, US Product Team

US (Remote), February 2014 - April 2017

- Designed task flows, wireframes, and interaction designs for teacher dashboards and student apps, ensuring cohesive collaboration across teams.

QUOIN

UX Researcher

US & Korea, September 2013 - December 2013

- Conducted global usability testing for Samsung Hub across the US and China, delivering actionable insights to improve user satisfaction.

PARENTIE

UX Director and Co-Founder

US & Korea, September 2011 - September 2012

- Co-founded a social parenting network, leading product development from concept to web and iOS launch.

SK COMMUNICATIONS

Team Lead, UX Research Team

Korea, September 2005 - June 2009

- Built and managed the UX research team, developing UI design guidelines and optimizing cross-team collaboration for efficiency.

SAMSUNG OPENTIDE KOREA

Senior Information Architect, e-Business Consulting Group

Korea, September 2002 - November 2003

AGENCY.COM KOREA

Web Designer, e-Biz Consulting Group

Korea, March 2001 - August 2002

SAMSUNG SDS

Web Developer & Designer, Web Development Division

Korea, January 2000 - March 2001

EDUCATION

University College London

London, UK

MS, Human-Computer Interaction with Ergonomics

September 2005

Korea Advanced Institute of Science and Technology

Daejeon, Korea

BS, Industrial Design, Early & Honor Graduation

February 2000

Skills & Expertise

Design Tools: Figma, Sketch, Adobe Creative Suite

Research & Testing: User interviews, competitive analysis, persona development, A/B testing, usability testing

Front-End Development: HTML, CSS, JavaScript, React

Project Management: Jira, Redmine, Slack, Google Analytics, GitHub

Methodologies: Design thinking, user-centered design (UCD), agile development, OKRs

Strengths:

- Leading cross-functional teams to deliver user-centric, scalable products
- Driving project management and process improvements to enhance collaboration and efficiency
- Navigating ambiguity in fast-paced, high-growth environments
- Aligning product, design, and business functions through clear communication
- Implementing design systems to ensure consistency at scale
- Resolving roadblocks and managing competing priorities across stakeholders