

Amy Jisoo Kim

Product(UXUI) Design | madebyamy.xyz | amyipee2867@gmail.com | (626) 392-4750

Experience

UXUI Researcher, Worknet App, Seoul Korea

July 2019 - August 2019

Worknet is a business and employment-focused social media platform owned by Korea's Ministry of Employment and Labor government sector

- Recruited by the Korean Ministry of Employment and Labor as a UX researcher for the Worknet app, aimed at enhancing its usability. Analyzed and presented findings to the Ministry of Employment and Labor, informing critical project decisions.
- Conducted in-depth user research and interviews with 32 users over two months, uncovering key user problems related to unclear interactions and lack of understanding of user persona.
- Collaborated with UI/UX Designers, translating user testing results into actionable insights, including detailed user archetypes and potential app features. This collaboration directly influenced the final direction, enhancing the experience.

ArtCenter Model Shop Consultant, Pasadena CA

September 2023 - Present

- Spearheaded the rebranding of ArtCenter Model Shop's student education materials as the first-ever design consultant, significantly improving the clarity and engagement of demo lesson materials.
- Designed over 20 educational graphic posters and brochures featuring hand-drawn illustrations of model shop tools using Procreate, Goodnotes, and Illustrator, enhancing student demonstration and education as the project's sole designer.
- Collaborated with designers across product, transportation, and interaction disciplines to streamline tool usage and safety instructions, significantly reducing safety incidents among students during physical prototyping.

Abai Village Performance Background Video Creator, Korea

August 2019

Recruited by Gangwon Provincial Dance Company as a designer focusing on contemporary art state background video creation

- Designed and produced a video using Photoshop and After Effects, which served as a digital backdrop for a special art show on Korean national television, commemorating the 20th anniversary of the Korean War.
- Conducted comprehensive research, including interviews with 27 North Korean refugees, to inform the creation of video assets featuring illustrations and typography that vividly narrate the history of Abai Village.

ArtCenter Seoul Hub Ambassador

September 2020 - April 2021

- Spearheaded the targeted distribution of diverse marketing materials, including event posters, to over 200 new students, effectively leveraging a mix of physical and digital channels to broaden outreach and foster community involvement.
- Led the development and execution of a targeted social media campaign for the Seoul hub, significantly boosting connectivity and engagement among students, evidenced by a 50% increase in student attendance.
- Orchestrated student orientation and specialized virtual events, such as visits to companies, featuring industry experts to foster engagement and professional growth among students.

Skills : Design: User Research, Design Research, User Experience Design, User Interface Design, Interaction Design, Micro Interaction Design, App Design, Web Design, Service Design, Graphic Design, 3D Modeling, User Testing, Prototyping, Information Architecture, Wireframing, Typography, Iconography, Design System, Brand Identity Design, Concept Development

Software: Figma, Protopie, Adobe Creative Cloud (Adobe XD, Illustrator, Photoshop, After Effects, InDesign), SolidWorks, KeyShot, Blender, HTML/CSS, JavaScript, Python, Arduino

Language: English (Fluent), Korean (Native)

Education

ArtCenter College of Design - Pasadena, CA

Expected Graduation April 2024

Bachelor of Science Interaction Design

- Recipient of the ArtCenter Undergrad Scholarship
- ArtCenter Provost List: Spring 2021, Summer 2021, Fall 2021, Summer 2023
- Member of Prototyping Club

Kaywon University of Arts and Design - Uiwang, South Korea

March 2018 - December 2019

Visual Communication Design major