

Earnest Kim

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Summary

Product and UX Designer with experience creating intuitive, visually engaging digital experiences through user research, wireframing, prototyping, visual design, and iterative testing. Passionate about collaborating across product, engineering, marketing, and design teams to deliver user-centered solutions that balance business goals and customer needs.

Skills

UX Design: Wireframes, Prototyping, UI/UX Design, Visual Design, Mockups, User Flows, Design Systems, Typography, Usability Testing, Interaction Design, Product Design, Information Architecture, Heuristic Evaluation, User Research, Journey Mapping, User Interviews, Sitemaps, WCAG, A/B Testing, Agile Development, Responsive Design

Tools: Figma, Google Analytics, Optimal Workshop, Miro, Trello, Canva, Adobe Creative Suite, HTML, CSS, Jira, Figjam, Sketch, Qualtrics, UserTesting, Notion, HotJar, DoveTail, Optimizely, UserZoom, Tableau, Generative AI (Claude, ChatGPT), AI-Assisted Design Workflows, FigmaMake, Claude Design

Education

Masters of Business and Science, UX Design | Rutgers University Expected May 2027

Bachelor of Arts in Business Administration | Northeastern University August 2019

Professional Experience

Product Designer | Vanta May 2026 - Present

- Designed end-to-end digital product experiences through user flows, wireframes, prototypes, and high-fidelity mockups that simplified workflows and improved usability.
- Conducted user research, iterative usability testing, and A/B testing to validate design decisions and improve customer outcomes.
- Applied design system standards to reusable UI components, improving visual consistency and scalability across digital experiences.

Lead Extern | PACT via Rutgers MBS Externship Exchange January 2026 - May 2026

- Collaborated with cross-functional teams to explore user-centered solutions through research, ideation, and iterative design.
- Guided the UX team by defining project expectations while fostering collaboration and shared ownership throughout the design process.
- Presented wireframes, mockups, and design concepts during stakeholder reviews while developing a beta WordPress website.

UX Designer | All Ages of Geek January 2022 - Present

- Contributed to redesigning responsive web experiences, improving usability while increasing user retention by 25% and click-through rate by 15%.
- Identified usability issues through heuristic evaluations and user research, improving task efficiency by 40%.
- Presented design recommendations and visual concepts during collaborative design critiques, incorporating stakeholder feedback through continuous iteration.

UX Designer | Self-Employed November 2023 – Present

- Conducted user research, usability testing, and A/B testing that improved website performance and contributed to a 30% increase in new clients.
- Developed reusable UI components and design systems that improved visual consistency across responsive client websites.
- Collaborated closely with clients to explore user needs and translate business requirements into human-centered digital experiences.

Product Designer | Kick Back Space June 2024 – August 2024

- Designed intuitive digital experiences through wireframing, prototyping, interface design, and high-fidelity mockups that simplified workflows and improved usability.
- Conducted user interviews and iterative usability testing, translating user insights into design improvements that increased user satisfaction by 20%.
- Collaborated with design leads to improve experiences for facilitators and participants, incorporating stakeholder feedback throughout the design process.