

Earnest Kim | UX Designer

<https://www.earnestkim.com/>

I'm a UX Designer with a passion for user-centric design and user empathy. My prior experience working in business development and sales has led me to working with clients providing web designs, user research, and user interface designs.

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Professional Experience

All Ages of Geek | UX Researcher

Jan 2024-Present

I provide the client with recommendation and actionable steps to consider to make their website more comprehensive and understandable.

Photography by Tatian Stec | UX/UI Designer

Nov 2023 - March 2024

I worked with Tatiana Szewczuk to help create a website for her photography work. The project involved with providing design solutions to solve user and business challenges through User Research, Information Architecture, Interaction Design, Visual Design and Prototyping.

General Assembly | UX/UI Designer

Jan 2024 - April 2024

12-week program specializing in the fields of UX and UI design. I worked in three-person teams to conduct user research and testing, and created wireframes and prototypes.

Home Depot

For this conceptual project, my team and I improved the DIY section on Home Depot's app. Through user research, we were able to design a DIY section that was easier to navigate and help DIYers be able to complete projects.

Business English

A 5-day design sprint challenge developing a solution to help business professionals learn English. Through collaboration with our subject matter expert, we designed a mobile app to encourage community based learning.

NHN Global | Business Development Associate

Nov 2022 - Aug 2023

- Collaborated across buying, marketing, graphic design, UX teams to plan for upcoming trade shows.
- Managed FashionGo's Facebook Community of over 500+ members, serving as a key point for troubleshooting platform issues and contributing to an increase in customer satisfaction
- Communicated with over 70 buyers weekly to understand pain points and issues regarding the platform.

Doe & Rae | Sales Representative

May 2021 - Oct 2022

- Oversaw end-to-end communications logistics for pre-show and on-site coordination at Wholesale tradeshow.
- Addressed market opportunities with Sales Manager, improving market presence across the Midwest region.
- Overhauled company's Instagram page, leading to sustained growth and an increase in engagement metrics by over 50%.

Education

Northeastern University

2015 - 2019

Bachelor of Science
concentration in Marketing

Certificate

General Assembly

2024-2024

Certificate for students who completed the General Assembly User Experience Design Immersive

Skills & Languages

Proficient Tools

Figma · Sketch · Adobe Creative Clouds · Optimal Workshop · HubSpot · Salesforce · Zoom · Trello · Jira · Canva · Google Suite · Slack · Zoom

Skills

Wireframing (Low-fi, High-fi)
Prototyping
Web Design
Mobile Design
UI Design
Visual Design
User Research
Usability Testing
Personas
Affinity Diagrams
User Flow
Journey Mapping
Information Architecture
Product Design (Low-fi, High-fi)

Language

English (native)
Korean (native)