

YOO-JUNG KIM

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(access upon request)

I am an experienced UX & CX designer helping businesses to conceive and build innovative products & services. My strength is designing simple and elegant experiences for complex domains and workflows. I am inspired by learning about customers and their domains and enjoy working in a collaborative environment.

EXPERIENCE

Independent UX/CX Consultant, Re-collect Design

September 2002 – Present, Brooklyn, NY

My work is hands-on and I collaborate with a group of internal and external team.

- Provides a wide range of design solutions for businesses of all types and sizes.
- Develops product concepts & designs through design research and prototypes.
- Designs interaction, interface, content, and data visualizations for digital platforms including web, device, tablet/mobile applications.
- Collaborate with internal teams and manages third party vendors.
- Scopes, estimates, and schedules projects.
- Clients include Fidelity Investments, EnergyHub, PBS, Unilever, Korean Cultural Service, New Stage Theatre Group, Talking Street, Trim Challenge, Time Warner Cable, and Raleo.

Experience Design Lead, McKinsey & Company

May 2015 – July 2016, New York, NY

McKinsey Digital Lab : Design Studio is a new alternative delivery model for McKinsey to provide continued client impact.

- Developed experiences design concepts and strategy through user centered design methodologies/design thinking processes
- Collaborated with a cross-disciplinary team, including advocating & facilitating user centered design practices in the firm
- Projects include a personal loan product for a multinational investment bank, a price optimization application for McKinsey's proprietary software, digital transformations for Asian and US telecommunication companies, analytics applications/tools for public sector clients..

Principal Designer, Frog Design

July 2006 – February 2014, New York, NY

- Facilitated and participated in design research and workshops.
- Developed the strategic product vision through interaction & visual design concepts.
- Led the visual design effort for web, device, mobile, and desktop applications.
- Designed interactions, interfaces, prototypes, frameworks, data visualization, design language systems, style guides, and print materials.
- Collaborated with cross-disciplinary teams to deliver projects through an iterative and agile processes.
- Clients included GE (Aviation, Energy, Control, Transportation, Corporate), American Express, Bloomberg, CA Technologies, Ernst & Young, IPC Systems, iVillage, McKinsey & Company, Motorola, Sprint, and Thomson Reuters.

Senior Designer, FutureBrand Experience (contractor)

September 2004 – May 2006, New York, NY

- Led projects through all phases of brand design from initial concept to final production.
- Designed brand identities and brand systems including print collateral, brochures, web sites, promotional materials, and exhibition spaces.
- Clients included Stanford Cancer Center, RSM McGladery, Nakheel, Dubai Aerospace Enterprise, Saudi Aramco, Moda, Dubai Sports City, and Alshaya.

Designer, Lindsey Payne Design

January 2002 – August 2002, New York, NY

- Designed corporate communication materials including brochures, conference materials, newsletters, invitations, logos and web sites.
- Oversaw print production and coordinated projects with vendors.
- Clients included Morgan Stanley, Bluefin Capital, and Rhode Island Children's Museum.

Designer, Concrete Media

June 1999 – April 2001, New York, NY

- Delivered visual design solutions for businesses from initial concept to final production.
- Created web interface designs, web page layouts, flash movies, print, and corporate brand identities.
- Collaborated with a cross-disciplinary team.
- Clients included Beliefnet, Ziff Davis Media, Princeton Review, JC Decaux, and Insignia ESQ

EDUCATION

Pratt Institute, New York, NY

M.S., Communications Design (with emphasis in Digital Media Design)

Ewha Womans University, Seoul, South Korea

B.F.A., Applied Art (with emphasis in Visual Communication Design)

AWARDS & PUBLICATIONS

- IDSA, IDEA 2012 Gold Award, Design Strategy, Winner for GE User Experience Strategy and Capacity Building / 2012
- Cooper-Hewitt Design Museum, Design with the Other 90%: CITIES, featured Project Masiluleke / 2011
- AIGA, 29/365 Annual Design Competition, Corporate Communications Design, Winner for GE.com / 2008
- Communication Arts Interactive Annual, Information Design, Winner for GE.com / 2008
- DesignNET, Korea, vol 73 Oct 03: "The Designer as Author: An Emerging Design Paradigm in US & Europe" / 2003
- GRAPHIS, New Talent Design Annual 2000, Selected in Poster category / 1999
- Pratt Institute, Excellence in Pratt / 1998
- Fleshman-Hillard, Entenmann's Commemorative Logo Design Competition, First Prize / 1997