

# YOO-JUNG “YJ” KIM

I am an UX/CX expert helping businesses to conceive and build innovative products & services for over 15+ years. I have a wide range of experience, from organizational digital transformation to analytics applications development, in industries ranging from the public sector to retail finance. My strength is envisioning services & products, based on research and business goals, by utilizing design thinking methods and an iterative design process.

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## EXPERIENCE

### User Experience Consultant, Self-employed

September 2002 – Present, Brooklyn, NY

- Provides a wide range of design solutions for businesses of all types and sizes.
- Facilitates user research and workshops.
- Develops product concepts & designs through design research and iterative design.
- Designs interaction, interface, content, and data visualizations for digital platforms including web, device, tablet/mobile applications.
- Collaborates 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

### VP - User Experience Lead, JPMorgan Chase & Co

January 2017 – November 2017, New York, NY

*Digital Wealth Management is part of the Digital Customer Experience group which supports digital efforts for Wealth Management in JPMC.*

- Led various work streams for the J.P. Morgan secure website redesign & migration.
- Estimated and prioritized the design effort and communicates the vision to the stakeholders.
- Collaborated with Product Managers, Researchers, Developers, Business Analysts, and PMs
- Developed product concepts and expands interaction design patterns for the unique J.P. Morgan Private Bank customers' needs..
- Oversaw & ensured the execution of the consistent experience of the website across channels

### 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 (contract)

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

## Awards & Publication

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

## 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)