

Yoo-Jung Kim

I am a user experience expert helping organization 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 and building services & products by utilizing design thinking methods and iterative design process. I am a hybrid designer (interaction+research+data visualization) and love data and hard problem solving.

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 and participates user research and workshops
- Develops product concepts & designs through collaborative and iterative design.
- Designs interaction, interface, content, and data visualizations for digital platforms
- Collaborates with internal teams and manages third party vendors.
- Scopes, estimates, and schedules projects.
- Clients include EnergyHub, Fidelity Investments, PBS, Unilever, Korean Cultural Service, New Stage Theatre Group, Talking Street, Trim Challenge, Time Warner Cable, and Raleo

User Experience Lead, *VP, JPMorgan Chase & Co (DWM)*

January 2017 – November 2017, New York, NY

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

Experience Design Lead, *McKinsey & Company (Digital Lab)*

May 2015 – July 2016, New York, NY

- Developed experiences design concepts and strategy through user centered design methodologies/design thinking processes
- Collaborated with a management consultant team including advocating & facilitating user centered design practices in the firm
- Projects include a personal loan product for a multinational investment bank, a

CONTACTS

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PORTFOLIO

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Access pw: 2018

AWARDS & PUBLICATIONS

IDSIA, 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"

2008

GRAPHIS, New Talent Design Annual 2000

Selected in Poster category 1999

Pratt Institute

Excellence in Pratt 1998

price optimization application for McKinsey's proprietary software, digital transformations for Asian and US telecommunication companies, analytics applications/tools for public sector clients.

**Fleshman-Hillard, Entenmann's
Commemorative Logo Design
Competition**
First Prize
1997

Principal Designer, Frog Design

May 2015 – July 2016, New York, NY

- Facilitated and participated in design research and workshops.
- Developed the strategic product vision through interaction & visual design concepts.
- Designed interactions, interfaces, prototypes, data visualization, design language systems, and print materials.
- Collaborated with cross-disciplinary teams to deliver projects through an iterative and agile design processes.
- Mentor Junior designers and establish visual design process through practice.
- 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.

Designer, Lindsey Payne Design

January 2002 – August 2002, New York, NY

- Designed corporate communication materials including brochures, conference materials, newsletters, invitations, logos and websites.
- Oversaw print production and coordinated projects with vendors.

Designer, Concrete Media

June 1999 – April 2001, New York, NY

- Delivered visual design solutions for various businesses from initial concept to final production.
- Created web interface designs, web page layouts, flash movies, print, and corporate brand identities.

EDUCATION

Pratt Institute, New York, NY — M.S.

Communications Design (with emphasis in Digital Media Design)

Ewha Womans University, Seoul, Korea — B.F.A.

Applied Art (with emphasis in Visual Communication Design)