Sophie Kim

Product Designer

Professional Summary

Lifelong learner passionate about human-centered design and turning research into real-world impact. With a background in sales and customer service, I bring strong empathy and communication to problem-solving. Experienced in end-to-end UX for 0-to-1 B2C AI, SaaS, and real estate products, specializing in complex flows, scalable systems, and cross-functional collaboration.

Work Experience

UX Designer, BOLD

Sep 2023 - Present

- Led multiple successful A/B tests for resume builder design enhancements, boosting conversion rates by 12%
- Leveraged analytics and user feedback to make data-informed design decisions aligned with user needs and business goals
- Defined user problems through discovery research, shaping product direction and influencing roadmap priorities

UX/UI Designer, Happy Taxi

Jun 2023 - Sep 2023

- Designed interactive prototypes and visual elements for mobile apps, incorporating feedback from the CEO and users
- Created user flows and journeys for both drivers and customers to map distinct user paths and enhance overall experience
- Collaborated with offshore developers to ensure seamless user-centric design implementation, and optimized handoff process

UX/UI Designer, HomeLister

Feb 2022 - Apr 2023

- Redesigned a B2C real estate platform, increasing conversion rate by 15% and engagement rate by 20%
- Designed responsive design across desktop, tablet, and mobile, ensuring consistency with brand and accessibility standards
- Built a design system for reusable components and consistent patterns, which sped up the development process

UX/UI Designer, Savviest

Nov 2021 - Jan 2022

- Designed end-to-end design of the 'career coaching dashboard,' driving 18% user growth
- Conducted user interviews, synthesized user insights into feasible design decision and built interactive prototypes

Contact

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Education

UX/UI Design
Springboard
2021

Real Estate
Long Beach City College
2020

English Literature and Culture
Kyunghee University
2019

Tools

Figma   Figjam   AdobeXD
Sketch   Invision   Miro
Protopie   Marvel   Photoshop

Skills

- Design Thinking: Storytelling, Empathy
- Research: Survey, User Interview, Competitive Research, AB Testing, Usability Test
- Analysis: User Persona, Affinity Map, User Story, Empathy Map, User Flow, Google Analytics, VWO, FullStory
- Information Architecture: Site Map, Journey Map
- Visual Design: Sketch, Wireframing, Prototyping, Interaction Design, Design System

Languages

- English
- Korean