

# Sarah H. Kim

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## EXPERIENCE

### **Endpoint / Senior Product Designer**

Sep 2021 - Present, Los Angeles

- Evaluate new workflows with product managers and lead feature designs to service a Fortune 500 client with +7B annual revenue & 20% market share
- Own responsive UX for multi-user (B2B/B2C) product that absorbed ~86% of company's outsourced business during a Q4 internal pilot across 5 states
- Rebrand all consumer-facing product and communications for public launch
- Conduct usability testing to iterate and improve UX of MVP designs
- Collaborate with product team on quarterly roadmaps and prioritize design tasks
- Identify, research, and improve design & engineering workflow inefficiencies

### **Endpoint / Product Designer**

April 2020 - Aug 2021, Los Angeles

- Updated and maintained responsive UI flows for core consumer web app
- Built user personas and customer journey maps for company-wide use

### **Tapestry LA / Media Coordinator**

Oct 2019 - April 2020, Los Angeles

- Restructured website information architecture to redesign web & mobile app
- Optimized and produced media content for web

### **Resident / UX Designer (Freelance)**

Aug 2019 - Dec 2019, Remote - Mountain View

- Translated written requirements into low and high fidelity designs for web
- Worked with design leads to deliver UI consistent with consumer-facing brand

### **Riptide Design Summit / Founder**

Jan 2018 - Oct 2018, Los Angeles

- Spearheaded USC's first design thinking conference for +250 student attendees
- Managed a team of 12 across operations, finance, marketing, speakers & sponsors
- Launched a 2-month marketing plan exceeding 18K reach across SoCal colleges

### **Adobe / Campaign Marketing Intern**

May 2017 - Aug 2017, San Francisco

- Conducted primary user research on 200 college students' Creative Cloud use patterns in North America and Korea to inform user acquisition plans
- Developed a 12-month GTM strategy for ambassadors across +85 colleges
- Analyzed user needs with Account Directors, pitching a \$292K proposal for USC admin to expand Creative Cloud access for students at Marshall Business School

## EDUCATION

### **University of Southern California /**

B.S. in Business Administration

Minors in Communication Design, Web Development, East Asian Languages

Academic Scholar (4-year, merit-based) Dean's List

## ACHIEVEMENTS

### **Nielson Norman Group Certification /**

UX Tradeoffs & Decision Frameworks  
Lean UX & Agile

### **udemy Certification /**

Information Architecture

### **Adobe Design Achievement Awards /**

Semifinalist '18

### **Adobe Certified Associate /**

Illustrator

## SKILLS

### **Software /**

Figma, Illustrator, InDesign, Photoshop, Lightroom

UI/UX, User Research, Usability Testing, Information Architecture, Wireframing, Prototyping, Roadmapping, Project Management, HTML/CSS, Javascript