Jooa Eun Kim

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EXPERIENCE

User Experience Designer | USI Insurance

May 2023 - Current

▪ Leading the design of PATH, a platform analyzing risk control for 500+ clients, delivering tailored solutions, and maximizing savings

▪ Revamping and optimizing an existing design system, streamlining processes, and ensuring consistency across all design solutions

▪ Enhancing the quality of UX/UI deliverables across 3 teams by driving successful design reviews and proactively offering recommendations and solutions

UX/UI Designer (Contract) | ViaVia Corporation

March 2023 - May 2023

▪ Designed an intuitive user interface for an AI-driven product lifecycle management system, improving communication between designers and vendors, optimizing upload processes for clothing design images, and facilitating production processes

User Experience Designer | Appian Corporation

March 2022 - February 2023

▪ Collaborated with technology, product, and business teams to design and implement an intuitive case management platform, reducing customer friction by 25% by streamlining case handling processes and improving information accessibility

▪ Addressed complex problems such as improving user engagement, enhancing data visualization, and ensuring platform scalability, achieving company objectives of improving product efficiency and customer satisfaction

Software Consultant | Counterpoint Consulting

June 2020 - February 2022

▪ Spearheaded the design and development of an application for the Pennsylvania Insurance Department, resulting in an annual saving of 10,000+ hours for 8,000+ users

▪ Created custom front-end frameworks and user interfaces using HTML, CSS, JavaScript, and Bootstrap for a BPM-based portal

UX/UI Designer (Contract) | Sequeer

August 2021 – November 2021

▪ Directed design strategy for an innovative LGBTQ+ search engine, leading iterative design sessions to craft user-centric experiences

▪ Collaborated with content creators and marketers to ensure brand consistency and alignment, contributing to a cohesive user experience that effectively communicated the values and mission of the product

EDUCATION

Bachelor of Arts, Computer Science | University of Virginia

Minor in Economics

SKILLS

▪ **Certifications**: Avocademy UX/UI Design Certificate

▪ **Design Skills**: Low to High Fidelity Designs, Prototyping, Persona, Storyboarding, Wireframing, User Research, Usability Testing, Affinity Diagram, Responsive Web Design, User Journey, Competitive Analysis

▪ **Development Skills**: HTML, CSS, Javascript, React, SQL, jQuery, Python, Java