

YENA KIM

Product Designer | UX/UI, Enterprise Workflows & AI-Assisted Design
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SUMMARY

Product Designer with experience designing SaaS workflows, web applications, dashboards, websites, and visual systems. Skilled in translating complex business requirements, stakeholder feedback, user needs, and technical constraints into user flows, wireframes, prototypes, responsive interfaces, and developer-ready design recommendations. Strong background in Human-Computer Interaction and Graphic Design, with experience using AI tools to accelerate research synthesis, ideation, UX copy exploration, and design iteration.

PROFESSIONAL EXPERIENCE

Product Design & Experience Manager

Plax, Inc, Part-Time | 03/2025 - Present

- Designed internal workflow systems, approval paths, documentation structures, and communication processes supporting 5 main talents and 20–30 external visual artists simultaneously.
- Mapped fragmented creative production workflows and created repeatable systems for project intake, milestone tracking, feedback routing, approvals, and asset delivery.
- Manage 5–7 fast-paced projects simultaneously, creating delivery timelines, shared calendars, process guidelines, and repeatable workflows to improve cross-functional visibility and execution.
- Created reusable documentation, creative briefs, workflow guidelines, and visual standards that consolidated fragmented processes and reduced communication gaps across multi-disciplinary teams.
- Facilitated feedback loops and rapid iteration cycles to refine internal systems, reduce delivery blockers, and improve collaboration across creators, artists, contractors, and stakeholders.

UX & Digital Experience, Product Marketing Lead

HOTB Software Solutions, Irvine, CA | 09/2023 - 08/2026

- Supported UX/UI improvements across complex SaaS product areas, including CoreCompli dashboard redesign, GMS rebuild, DPA split-screen workflows, and feature updates focused on workflow clarity, information visibility, and usability.
- Created user flows, wireframes, high-fidelity mockups, clickable prototypes, interaction recommendations, and developer-ready documentation for healthcare, compliance, and government workflow interfaces.
- Rethought complex enterprise workflows by identifying friction points, simplifying navigation, improving information hierarchy, and recommending clearer interaction patterns.
- Translated stakeholder, leadership, sales, internal team, developer, and user feedback into 15+ actionable UX, UI, navigation, content, and workflow improvements.
- Collaborated closely with product leads and developers to balance user needs, business requirements, technical constraints, accessibility awareness, and implementation feasibility.
- Used AI tools to support feedback synthesis, UX copy exploration, design critique, research organization, and rapid concept development during early-stage design exploration.
- Redesigned corporate web platform end-to-end, using Figma to create sitemaps, user flows, responsive layouts, and content structures that improved product clarity and user understanding.

TECHNICAL SKILLS

- **UX & Product Design:** User Flows, Wireframing, Prototyping, Information Architecture, Journey Mapping, Interaction Design, Workflow Design, Web UX, Mobile UX, Dashboard UX
- **UI & Visual Design:** High-Fidelity UI Design, Visual Hierarchy, Layout Design, Typography, Color Theory, Responsive Design, Accessibility Basics, WCAG Awareness
- **Research & Evaluation:** User Research, User Interviews, Usability Testing, Competitor Analysis, User Feedback Synthesis, Heuristic Evaluation, Behavioral Analysis, A/B Testing Exposure
- **Design Systems:** Component Libraries, UI Libraries, Style Guides, Design Documentation, Reusable Templates, Brand Standards, Developer Handoff
- **Collaboration & Delivery:** Product Requirements, Stakeholder Presentations, Cross-Functional Collaboration, Agile Collaboration, Remote Collaboration, Design Iteration, Technical Constraints
- **Tools:** Figma, Adobe Illustrator, Photoshop, InDesign, Adobe Creative Suite, Canva, Jira, Notion, Trello
- **Technical:** HTML, CSS, JavaScript

EDUCATION

BS, Human-Computer Interaction Design

Santa Monica College, Santa Monica, CA | 06/2023

AA, Graphic Design

Santa Monica College, Santa Monica, CA | 06/2023