

SOHEE KIM

Designing scalable community systems from the ground up, with 8+ years of experience leading 0→1 product design and building platforms that connect people through behavior, incentives, and meaningful interaction.

sohee.sola@gmail.com

www.sohee.work

Based In **New York**

EXPERIENCE

Lead Product Designer, Eleven Plus (11+)

Palo Alto, CA | Oct 2024 – Current

- Led end-to-end design of a **global football fan community platform** built from the ground up, defining its community architecture and interaction systems.
- Designed gamified experiences, including predictions, team battles, real-time threads, and AI-driven quizzes to drive engagement and retention.
- Built cross-platform design systems (iOS, Android, Web), ensuring consistency, scalability, and flexibility across devices.
- Led a five-person design team and contributed to successful seed(4M) fundraising as the founding designer.

Product Designer (Founding Designer), canD

Seoul, South Korea | Jan 2020 – Sep 2024

- Led product design for a **white-label community SaaS platform** powering 100+ client brands across commerce, education, and Web3.
- Built the platform's admin ecosystem with web-building tools, monetization systems, and analytics, enabling creators to run scalable, content-driven communities.
- Developed a modular design system (Design System 2.0) used across 60+ live communities, improving scalability, consistency, and team efficiency.
- Partnered with clients providing design consulting and contributing to 7× client revenue growth and multiple funding milestones.

Product Designer, Vingle (Global Interest-based Social Network)

Seoul, South Korea | Jul 2018 – Dec 2019

- Improved content engagement through personalized feed UI and iterative A/B testing.
- Helped grow platform to 10M MAU and 3K+ global communities in 26 languages.

UX Design Intern, SAP

Palo Alto, CA | Apr 2017 – Apr 2018

- Participated in UX projects across logistics, mobility, and e-commerce sectors.
- Facilitated Design Thinking workshops for 20+ organizations, driving adoption of innovation culture.

EDUCATION

School of Visual Arts

MA in HCI, Dean's List

Thesis, Whisper Sanctuary

A trauma-informed digital experience that supports emotional resilience and community healing through interactive storytelling and AI-driven empathy design.

Amazon-sponsored Capstone

Led user research and strategic framing for an AI-driven audiobook platform, proposing a tangible, next-generation audio experience.

Deloitte x SVA Industry Project

Conducted research and prototyping for a sustainable fashion initiative, synthesizing insights from interviews and user testing.

SKILLS

Product Design
Interaction Design
User Research
Design System
Prototyping & Motion Design
Data Visualization
AI-Assisted UX
Accessibility(WCAG)
Inclusive Design

AWARDS

Microsoft Imagine Cup Top7 /
Samsung Gear App World
Challenge 3rd Prize /
UX Design Awards Nominated