

JISOO KIM

Digital Product Designer

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I'm Soo, the Senior Designer at R&B Collection, a beauty wig company. Beginning as an intern at R&B, I dedicated six years to revamping our website and shaping the company's overall design aesthetic, laying the foundation for our success. Overseeing a range of visual design tasks including flyers, website design, photography, and social media, I effectively contributed to the company's revenue growth.

Area of expertise

- UI / UX Design
- User Research
- Wire framing
- Persona
- Visual / Graphic Design
- Prototyping / Storyboard
- Product Design
- Figma / Adobe XD / Lightroom
- Package / Label Design
- Information architecture
- Adobe Illustrator / Photoshop
- E-commerce
- Wordpress / Shopify
- Premiere Pro
- HTML / CSS / Bootstrap

Experience

R&B Collection • Senior Designer

Oct 2018 - Present (5years) | New Jersey, USA

- Designed and implemented e-commerce websites for R&B Collection using WordPress and Shopify.
- Responsible for publishing promotional images and menus to social media, resulting in a quarterly saving of \$24,000 for the company.
- Led the company's content design, including catalogs, flyers, company branding, and logo.
- Planned and produced photography and video shoots.
- Undertook various projects related to apps and graphic design.

Anywiz • Junior Designer

October 2016 - October 2018 (2years) | Seoul, KR

- Designed websites and mobile platforms for clients across diverse industries, including technology, manufacturing, education, production, and retail.
- Utilized HTML, CSS, and jQuery to refine and revamp client websites.
- Managed product lifecycle from conception to launch, leading client meetings and facilitating concept design discussions to ensure alignment with project goals and objectives.

YJM Entertainment • Graphic Designer

July 2015 - January 2016 (6months) | Seoul, KR

- Sole designer of the mobile game "Rabbit Planet"; managed character design and overall design framework.
- "Rabbit Planet" available on Google Play with 50K downloads, 520 reviews, and a 3.8 score.
- Independently handled all aspects of game development, from initial sketches to final design and implementation, leading to a cohesive and engaging player experience.

Education

Blossom UX School

Jan 2024 - June 2024 (6months) | London, UK

- UI / UX Design, Product Design, User Research, Wireframes, Prototyping, Product Strategy, App Structure
- Completed 480-hours UX Course Bootcamp

Hansung University • Degree: Bachelor of art GPA:3.18 / 4.50

Mar 2012 - Mar 2014 (2years) | Seoul, KR

- Drawing, Ink pen on paper, installation art.
- Drawings were sold (to an individual buyer and a corporate buyer during the exhibition).

Baekseok University • Degree: Associate Degree in Animation GPA:4.07 / 4.50

Feb 2009 - Feb 2011 (2years) | Seoul, KR

- Courses included: Web Design, Graphic Design, 2D Animation, Video Editing, Drawing.

Attributes

Peacekeeper, Flexible, Willingness to Learn, Self-Motivated, Tolerance, Adaptable, Diligent