

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	<ul style="list-style-type: none">UI / UX DesignPersonaProduct DesignInformation architectureWordpress / ShopifyUser ResearchVisual / Graphic DesignFigma / Adobe XD / LightroomAdobe Illustrator / PhotoshopPremiere ProWire framingPrototyping / StoryboardPackage / Label DesignE-commerceHTML / CSS / Bootstrap
Experience	<p>R&B Collection • Senior Designer</p> <p>Oct 2018 - Present (5years) New Jersey, USA</p> <ul style="list-style-type: none">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. <p>Anywiz • Junior Designer</p> <p>October 2016 - October 2018 (2years) Seoul, KR</p> <ul style="list-style-type: none">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. <p>YJM Entertainment • Graphic Designer</p> <p>July 2015 - January 2016 (6months) Seoul, KR</p> <ul style="list-style-type: none">Sole designer of the mobile game "<u>Rabbit Planet</u>"; managed character design and overall design framework."<u>Rabbit Planet</u>" 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	<p>Blossom UX School</p> <p>Jan 2024 - June 2024 (6months) London, UK</p> <ul style="list-style-type: none">UI / UX Design, Product Design, User Research, Wireframes, Prototyping, Product Strategy, App StructureCompleted 480-hours UX Course Bootcamp <p>Hansung University • Degree: Bachelor of art GPA:3.18 / 4.50</p> <p>Mar 2012 - Mar 2014 (2years) Seoul, KR</p> <ul style="list-style-type: none">Drawing, Ink pen on paper, installation art.Drawings were sold (to an individual buyer and a corporate buyer) during the exhibition. <p>Baekseok University • Degree: Associate Degree in Animation GPA:4.07 / 4.50</p> <p>Feb 2009 - Feb 2011 (2years) Seoul, KR</p> <ul style="list-style-type: none">Courses included: Web Design, Graphic Design, 2D Animation, Video Editing, Drawing.
Attributes	Peacekeeper, Flexible, Willingness to Learn, Self-Motivated, Tolerance, Adaptable, Diligent