JISOO KIM

UI / UX Designer

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Hi, I'm Soo, a Designer at R&B Collection, a beauty wig brand. I started my career as an intern and have grown into a multidisciplinary designer with experience across UI/UX, brand design, and marketing creative. Over the past six years, I have designed consistent digital experiences ranging from scalable e-commerce websites to campaign visuals. Through user-centered visual storytelling, I focus on strengthening brand identity and building web and marketing assets that improve user understanding and engagement.

Experience

R&B Collection
UI / UX Designer | New Jersey | Oct 2018 – Present

- Led the full design and development of the company's digital platforms (WordPress, Shopify), ensuring brand consistency and reducing annual creative costs by $24,000+.
- Improved landing pages and marketing visuals by applying UX feedback to make content clearer and more engaging for users across digital channels.
- Collaborated with marketing, sales, and development teams to align design decisions with user needs and business goals.
- Conducted usability testing, identified and documented navigation and interaction issues, and made UI/UX improvements to reduce bounce rates and improve overall site usability.

Anywiz
Web Designer | Seoul, Korea | Oct 2016 – Oct 2018

- Designed and reviewed responsive web and mobile experiences for clients across tech, B2B, retail, and healthcare industries, focusing on usability and consistency across devices.
- Applied front-end knowledge (HTML, CSS, jQuery) to evaluate and refine UI implementations, ensuring designs were executed accurately and met UX standards.
- Worked closely with cross-functional teams to align UX and design decisions with user needs, project requirements, and key business KPIs.
- Maintained and updated the corporate website for Toxnfill, reviewing UX and content structure to support ongoing brand and communication needs.

YJM Entertainment
Graphic Designer | Seoul, Korea | Jul 2015 – Jan 2016

- Sole designer for the mobile game "Rabbit Planet," launched on Google Play with 50K+ downloads, 520 reviews, and a 3.8 rating.
- Developed all visual assets including character design, UI elements, and branding for a cohesive user experience.

Education

Blossom UX School
UX Design Bootcamp

Hansung University
B.A. in Arts | GPA: 3.18 / 4.5

Baekseok University
A.A. in Animation | GPA: 4.07 / 4.5

Core Skills

UI/UX & Strategy: User Research, Journey Mapping, Information Architecture, Wireframing, UX Evaluation, Usability Testing, Inclusive Design, UI/UX Design & Prototyping
Web Development: WordPress, Shopify, Webflow, HTML, CSS, Bootstrap.
Design: Graphic Design, Packaging / Label Design, Campaign Design.
Tools: Figma, Adobe XD, Illustrator, Photoshop, Lightroom, Premiere Pro, Capcut