

Sabrina Kim

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PROFESSIONAL SUMMARY

Multidisciplinary UX/UI and Product Designer with a background in linguistics and visual communication, skilled in transforming research insights into intuitive, user-centered digital experiences. Experienced in designing end-to-end user flows, wireframes, and prototypes for brands, with a focus on accessibility, localization, and cohesive brand identity. Adept at cross-functional collaboration, leveraging data-driven design and creative strategy to enhance engagement and elevate product usability.

KEY SKILLS

Design Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, XD), Sketch, Webflow, Canva, Procreate

UX/UI Expertise: User-Centered Design, Journey Mapping, Wireframing, Prototyping, A/B Testing, Information Architecture, Accessibility Standards

Soft Skills: Strategic Thinking, Cross-Functional Collaboration, Problem Solving, Communication, Presentation

Languages: English (Fluent), Portuguese (Fluent), French (Advanced)

PROFESSIONAL EXPERIENCE

Product Designer

Torrance, CA, USA

Product Engineering Corporation

Nov 2023 – Dec 2024

- Designed end-to-end user flows, wireframes, and interactive prototypes for e-commerce platforms.
- Improved customer experience and increased user engagement by 23% through design optimization.
- Partnered with product and engineering teams to implement data-informed UX improvements.
- Enhanced digital brand consistency by aligning marketing KPIs with UI components and visual design.

UX Research Intern

Hong Kong, SAR

Cleanic Cleaning Equipment Ltd.

Jul 2023 – Oct 2023

- Conducted mixed-methods UX research including user interviews and surveys.
- Created personas and journey maps to guide design iterations and improve brand positioning across APAC markets.
- Proposed localized design solutions that increased accessibility and cultural relevance.
- Collaborated with cross-functional teams to refine content and visual strategy.

Social Media & Graphic Design Coordinator

Santa Cruz, CA, USA

KASA (Korean American Student Association)

Aug 2020 – May 2021

- Led creative direction and content strategy for digital campaigns, boosting engagement by 10%.
- Designed visual assets for social media, events, and email campaigns, ensuring cohesive brand identity.
- Conducted trend and audience research to optimize content for target demographics.

EDUCATION

University of California, Santa Cruz

Santa Cruz, CA, USA

Bachelor of Arts in Linguistics - *Dean's Honor*

Sep 2019 – Jun 2023

University of Bordeaux

Bordeaux, FR

Focus in Design and French - *Gilman Scholarship Recipient*

Dec 2022 – Jun 2023