

Sophia Kim

Product Designer (UX/UI Specialist)

Product Designer with 6+ years of experience creating data-driven, user-centric solutions in healthcare, finance, and public systems. Bringing expertise in UX strategy, service design, and data visualization to build user-first digital solutions. Currently collaborating with Unity Health Toronto and MyEndo to enhance digital healthcare experiences.

EXPERIENCE

UX Design Consultant

Self Employed Jun 2020 - Present

- Led UX projects for local commercial business, healthcare clients, delivering data-driven, user-centric solutions.
- Consulted on UX best practices, conducting research and usability testing to optimize digital experiences.
- Influenced product strategy by leveraging research insights to drive user engagement.
- Led cross-functional collaboration with developers and stakeholders, ensuring accessibility compliance and scalable design systems.

Senior Product Designer

Station3 Jan 2022 - Feb 2023

- Aligned UX and product teams by integrating user research insights with business goals and technical feasibility.
- Conducted user research, surveys, and A/B testing to refine wireframes, prototypes, mockups, and workflows, reducing friction.
- Optimized user flows to enhance property transactions and overall experience.
- Partnered with developers to translate complex 3D VR interactions into intuitive UI, ensuring seamless integration through iterative testing and feedback loops.

Product Designer – Data & Financial Platforms

Finhaven Oct 2019 - Jun 2020

- Designed financial trading interfaces focusing on data visualization, security, and usability.
- Optimized UX for complex financial platforms, improving transaction flows and regulatory compliance through usability testing.
- Created prototypes and optimized fintech workflows, reducing onboarding friction through iterative testing and cross-team collaboration.
- Partnered with cross-functional teams to refine UX strategies, standardize UI, and streamline design QA.

UX/UI Designer – Transit Systems

Sum Engineering Mar 2016 - Jul 2018

- Sole UX designer for the Bus Information System, delivering an intuitive and accessible transit experience through user-centered design and multilingual support.
- Conducted user research, created user flow maps, wireframes, and storyboards, and led UI design, optimizing multimodal navigation and transit efficiency by applying accessibility guidelines.
- Facilitated collaboration between developers and PMs to bridge the gap between design and implementation, improving real-time transit efficiency through data-driven iteration.

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🌐 LinkedIn

🌐 Portfolio

📍 Canada (Open to Relocation)

EDUCATION

Master of Service Design

Yeungnam University Sep 2015 - Feb 2018

Research focus: Reducing medical malpractice in surgical operations using service blueprints.

Bachelor of Industrial Interaction Design

Yeungnam University Mar 2010 - Feb 2014

VOLUNTEERING

UX Lead for MyEndo App

Unity Health Toronto Mar 2024 - Present

Leading UX for MyEndo V2, a patient-centered app for endometriosis care, with a focus on accessibility compliance. Driving user and market research to inform product updates. Facilitating collaboration between teams in Toronto and Los Angeles to align product vision and UX strategy.

Mentoring and Coaching Art

Morning of Creation Oct 2014 - Nov 2016

Provided coaching for students preparing for university art entrance exams, focusing on skill enhancement and portfolio development.

TECHNICAL SKILLS

Tools & Methods: Figma, Adobe Suite, Axure, Miro, InVision, Jira, UX Research, User Flows, Wireframing, Prototyping, Mockups, Usability Testing, A/B Testing, Agile

CERTIFICATION

- **Google UX Design Professional Certificate (2024)**
- **Google Project Management Professional Certificate (2025)**