

Minju Kim

Product Designer

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Experience	Code Design Lab Ltd	London (Remote)
	Product Design Intern	Jun 2024 - Jan 2025
	- Designed an AI-powered travel chatbot with a decision-tree-based user flow, reducing cognitive load and improving user experience in conversational AI interactions. - Led the in-vehicle infotainment and web accessibility redesign, driving UX research from the scratch, establishing foundational workflows and design libraries to enhance team efficiency. - Created responsive, interactive prototypes in Figma and Framer, and conducted 10+ usability tests with in-depth interviews to validate improvements.	
	PeopleHere Team Project	Seoul
	Product Manager & Designer	Mar 2024 - Jan 2025
	- Built and led a 10-member cross-functional team (6 developers, 4 designers) to launch a mobile app on App Store and Google Play, driving product strategy, PRD, roadmap planning, Agile sprints, marketing, and funding efforts. - Developed a Slack-Notion-Zapier integrated time punch system, fostering a culture of accountability that increased Sprint Task Completion by 27% and improved team engagement.	
	SHAASHOP	Seoul
	Product Management Intern	Sep - Dec 2022
	- Designed an international payment feature and optimized user experience of the order system, leveraging GA funnel analysis and cross-functional collaboration. - Spearheaded a revenue-boosting year-end promotion within two weeks, designing wireframes, user flows, and visuals, achieving a 50% YoY revenue increase.	
Activities	PSCORE	Seoul
	Volunteering	Oct - Dec 2021
	Translated and edited the North Korea Digital Rights Report, ensuring clarity for international audiences, and assisted its presentation at the National Assembly Human Rights Forum.	
	SW Startup Entrepreneurship Contest	Seoul
	Korea Software Industry Association	Mar - Dec 2020
	Designed an O2O platform connecting artists with art spaces, conducting user research, wireframing, drafting the business strategy, and secured third place in the final pitch.	
Education	Applied Statistics, B.A.&SC.	Seoul
	Konkuk University	2017 - 2024
	Product Management Bootcamp	Seoul (Remote)
	Code States	May - Aug 2022
Skills	Design	
	Interaction Design, User Experience Design, Design Systems, Wireframing, Prototyping, Research, Visual Design, Testing Methodologies	
	Tools and Languages	
	Figma, Figjam, Framer, Webflow, Blender, Notion, HTML/CSS	