

Brian Kim

UX Designer

CONTACT

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SUMMARY

Senior UX designer with 10+ years of experience driving user-centered design, strategy, and research. Proven ability to lead cross-functional teams, define product vision, and create seamless experiences across SaaS platforms, mobile apps, enterprise systems, e-commerce, and AI-driven tools.

EXPERIENCE

UX Designer - Contract

iDonate (Remote)
Apr 2025 - Present

Served as UX architect and visionary for iDonate’s platform transformation, grounding the vision in user research and guiding its realization through workflows, design principles, and a scalable Figma system.

Drove UX research into actionable principles and a scalable Figma design system, creating the foundation for a cohesive platform experience.

Principal UX Designer

BENLabs | Provo, UT (Remote)
Jun 2021 - Jul 2024

Provided UX Designs & Strategy critical to securing a \$75m investment from Gates Ventures to build an AI/ML platform for social media creatives, providing high-fidelity prototypes of how the system would use content creator’s profiles and data surrounding them and their peers to provide them insightful insights into their own and adjacent audiences.

Defined UX strategy for AI/ML-powered SaaS platform by leading 100+ user interviews, synthesizing findings into journey maps, personas, and service blueprints that directly influenced 3+ product roadmaps.

Co-founded a research database and tagging system that centralized insights from user research, increasing visibility and decision-making efficiency across product and leadership teams by 10%.

UX Design Manager

ADP | Pasadena, CA (Remote)
Jan 2021 - Jun 2021

Directed the integration of a global design system for ADP SmartCompliance, unifying design patterns across 5+ teams.

Managed and mentored 2 front-end engineers, supporting their career growth and improving team velocity.

Senior UX Designer

ADP | Pasadena, CA
Jan 2017 - Jan 2021

Led end-to-end design and research for multiple ADP SmartCompliance services, including mobile apps and both B2B and B2C systems used by over 10,000 HR professionals.

Delivered solutions that supported complex payroll and compliance tasks, reducing support tickets by an estimated 15%.

UX Designer

ADP | Pasadena, CA
Oct 2015 - Jan 2017

Led integration planning between new pay card systems and existing payroll platforms, supporting compliance and expanding payment flexibility for 10k+ clients and reducing time-on-task by over 23%

UX Design & Researcher

Newegg Inc. | City of Industry, CA
Jul 2015 - Oct 2015

Introduced usability testing into Newegg’s product development cycle that increased conversions by over 8%.

Web Designer & Front End Developer

Newegg Inc. | City of Industry, CA
Mar 2013 - Jul 2015

Designed and coded front-end experiences for Newegg.com, including the home page, category pages, product pages, shopping cart, and checkout.

Web Designer

Strategic Partners Inc. | Chatsworth, CA
May 2008 - Mar 2013

Provided design and front-end development for 10+ e-commerce brands and drove automated email marketing campaigns and over 8 seasonal campaigns.

SKILLS

UX Strategy · Interaction Design · Design Systems · User Interviews · Usability Testing · Prototyping · Service Mapping · Journey Mapping · Workshop Facilitation

TOOLS

Figma · Webflow · Adobe Suite · Sketch · InVision · Zeplin · HTML · CSS · jQuery · Jira · UserTesting.com · UserZoom · Maze · Agile/Scrum

EDUCATION

Otis College of Art & Design
B.A. in Digital Media
2002 - 2008