


# JOY(BOKYEONG) KIM

I uncover real user problems and turn them into intuitive product experiences.

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## EXPERIENCE

Feb 2025 – Apr 2025

**Foodstuffs North Island Limited** | UX/UI Design Intern

- Working on the Power Platform Adoption & Governance Refresh project to improve platform usability for internal teams
- Conducting user research and usability testing using the Double Diamond framework to identify user pain points.
- Validated designs through informal feedback sessions with 15+ employees across departments, receiving positive responses on improved information discoverability and interface clarity.

Mar 2021 – Feb 2024

**VivaShopping Ltd** | Marketing Assistant

- Contributed to achieving #3 ranking in the Korean online market through new product launch strategies and data-driven marketing campaigns.
- Drove 20% sales growth through promotional events, analysing 1,000+ customer reviews to identify opportunities and inform campaign decisions.
- Grew Instagram account from 0 to 800+ followers through consistent content creation, including storyboards, promotional materials.

## PROJECTS

Jan 2026 – Mar 2026 (8 weeks)

**Education App for AI Learning : Ringle** | Design Challenge Award

- Redesigned the AI speaking flow by synthesizing 50+ qualitative data points from competitive analysis and user interviews. Defined a strategic roadmap to capture 20% market share by eliminating learning drop-off points.

Jan 2026 – Mar 2026 (8 weeks)

**Desktop App for Work Resumption : Flowback** | End-to-End Product

- Analysed 7 HCI research papers and conducted Thematic Coding to integrate Prompt Engineering for context recovery, achieving a 72% task-success rate in usability testing.

Oct 2025 – Dec 2025 (8 weeks)

**Mobile App for Review Trust : Goodreads** | App Revamping

- Revamped the user experience by synthesising qualitative insights to resolve core trust issues. Validated the new design through usability testing, achieving an 80% task success rate and a High Usability Score (SUS 81).

## SKILL

- **UX & Research** : User Research, Thematic Analysis, Usability Testing, Information Architecture, Interaction Design
- **Design & Prototyping** : Wireframing, Prototyping, Visual Design, Responsive Web Design, Design Systems, End-to-End
- **AI Skills** : AI-Assisted Prototyping · Prompt Engineering for Generative AI Tools
- **Soft Skills** : Communication, Collaboration, Problem-solving, Critical thinking, Adaptability, Empathy, Cross-Functional

## EDUCATION

Sep 2025 – APR 2026

**Blossom UX School**

(480 hours UK-based Product Design Course)

- Practiced qualitative and quantitative research methods across projects, including user interviews, observation, and surveys, analysed through thematic coding and affinity mapping.
- Developed skills in Design Thinking framework, zero-to-one product design, and interactive prototyping using Figma Make.

Nov 2024 – Apr 2025

**Mission Ready**

(NZQA Level 5 & 6 Certificate in Digital Technology Product Solution)

- Trained in Agile product development including Scrum ceremonies (sprint planning, standups) and Kanban-based task management within cross-functional, sprint-based teams simulating real industry workflows.
- Built UX solutions end-to-end through user research, rapid prototyping, usability testing, and iterative refinement.

Feb 2024 – Dec 2024

**Yoobee College of Creative Innovation**

Diploma of Education in Web Page, Digital/Multimedia and Information Resources Design

- Developed skills across illustration, photography, web design, and multimedia content creation.