

JOY(BOKYEONG) KIM

Uncover quiet friction, Shape it into intuitive direction

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EXPERIENCE

Feb 2025 – Apr 2025 (10 weeks)

Foodstuffs North Island Limited | UX/UI Design Intern

- Contributed to the **Power Platform Adoption & Governance Refresh** project by designing interfaces that minimise internal friction, ensuring a seamless cognitive flow for teams.
- Observed internal workflows and tested prototypes using the **Double Diamond framework** to find the underlying issues slowing down team productivity.
- Validated strategic design directions through multi-departmental feedback sessions with **15+ employees**, translating diverse internal needs into intuitive interface clarity.

Mar 2021 – Feb 2024 (3 years)

VivaShopping Ltd | Marketing Assistant

- Analysed **1,000+ customer reviews** to bridge the gap between initial brand hesitation and purchase conversion, transforming user anxiety into actionable positioning insights.
- Designed promotional campaigns grounded in customer behaviour signals and trust-building touch points, directly contributing to a **20% sales growth**.
- Established product launch and positioning strategies focused on building brand credibility, driving the brand to achieve a **#3 ranking in the Korean online market**.

PROJECTS

Jan 2026 – Mar 2026 (8 weeks)

Education App for AI Learning : Ringle | Design Challenge Award

- Revamped 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.