Mina Kim

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917.456.7095

Experience

SIMON Markets | Senior Product Designer
Goldman Sachs Spinoff (FinTech Startup)

JUL 2019 - PRESENT

- Tranform user needs and functional requirements into designs and prototypes
- Lead various UX and design projects from end-to-end for Structured Investment business vertical
- Collaborate with the cross-functional teams of Product management and Engineering to deliver outstanding product

Publicis Sapient | Experience Designer
Client: Samsung

MAY 2019 - JUL 2019 • CONTRACT

- Conducted competitive analysis, content strategy and created wireframes for Galaxy Tab S6 and Galaxy Watch Active 2 landing pages
- Contributed to the design of Samsung US .Com's global navigation refresh

Vertic | UX Designer
Clients: SAP, Innophos, Arizona Public Service

APR 2018 - FEB 2019

- Developed user flows and content stratigies for websites
- Created information architecture, wireframes and presented designs to the stakeholders

Freelance | UX/UI Designer
Clients: CoCo, Virtual Service, App Mobile

JUL 2016 - APR 2018

- Designed responsive websites for SmartNomad project
- Redesigned the entire mobile app for Virtual Service
- Ensured consistent look and feel of various websites

Saatchi & Saatchi | Art Direction Intern
Clients: Cheerios, Tecate, HSBC

APR 2016 - JUN 2016

- Designed brochures for Jade by HSBC Premier
- Developed concepts and created visuals for Cheerio's "Young At Heart" outdoor campaign
- Designed various layouts for Tecate's billboard

Education

Hunter College
B.A. in Psychology • Class of 2012

Courses / Certifications

New York University
Creative Coding • 2020

R/GA
Product Design Innovation • 2017
3-day intensive bootcamp to learn about R/GA's 'Conncected Design' approach

General Assembly
User Experience Design • 2016

Achievement

UX Design Hackathon 2016
Heroes to Heroes Website Redesign
1st Place Winner

Skills

Design Strategy
User Research
Art Direction
Wireframing
Ideation
Sketch
InVision
Adobe Illustrator
Adobe InDesign
Adobe After Effects
SVGator