

Jin Yim

📍 Austin, TX

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EXPERTISE

UI Design / UX Design
Wireframing / Prototyping
Branding / Logo Design
Information Architecture
User Research
User Style guide
Iconography
Personas
Usability Analysis
Story boarding
UI Animation
E commerce
HTML / CSS

TOOLS

Figma
Adobe XD
Adobe Photoshop
Adobe Illustrator
After Effects
Premiere Pro
Balsamiq
WordPress / Shopify

SOFT SKILLS

Empathy
Interpersonal -
communication
Easily Adaptable
Time managing
Organization Skill

Language

English
Korean

SUMMARY

UI designer skilled at developing user-centered design solutions that prioritize people's needs for diverse clients across different industries. A passion for creating user friendly designs and a background in graphic design. An eager learner, seeking out new ideas and workflows to improve the design process and deliver exceptional user experiences.

UX/UI PROJECTS

TruYum, Responsive Recipe App / EVERYTRAIL, iOS & Android recipe app / Tripo, Responsive money saving app - CareerFoundry Case Study
Dec 2022 - Feb 2023

- Conducted competitive analyses, user interviews, surveys, and A/B testing to gather invaluable research data and develop personas, user flows, and sitemaps.
- Applied a user-centered design process and mobile-first approach to design a responsive web app for finding and sharing recipes
- Designed high-fidelity screens, mockups, prototypes, and a comprehensive style guide based on stakeholder requests and end-user feedback

EDUCATION

UX/UI Design Immersion, CareerFoundry | Online Aug 2022 - Jun 2023

500+ hours of UX/UI Design study and implementation, resulting in the end-to-end design of 3 applications. Specialized in Frontend Development

Bachelor of international fashion business | NottinghamTrent University, UK 2006 - 2008

WORK EXPERIENCE

Web/ Graphic Designer Jul 2018- Dec 2022

Lime Creative | *Online Web Agency & Ecommerce* Frisco, TX

- Through UX and digital branding skills, each company recorded an average increase in sales of more than 30%
- Creatively working digital branding: Logo, Color, Layout, Typography, illustration to build each website.
- E commerce Online mall: <https://gouftgolf.com/>
- Bio Research Company: <https://www.summit-biostats.com/>
- Sushi Restaurant: <https://momosushifrisco.com/>

Overseas Sales & Merchandiser for N.America Apr 2012-Nov2016

Jaeyang industry | *Electronic case Design* Seoul, S. Korea

- Overseas sales for USA, Europe market: Worked with 'Phillips' Global (USA / Netherlands / UK / Austria), Leica (Germany), Metz (Germany) -Product Design for Philips electronics case
- Performance: Increased sales volume by 3.6 times by introducing own design skill

Head Marketer for accessories team Feb 2008 - Jan 2009

New Balance Korea Elandco.,Ltd Seoul, S.Korea

- Season planning and merchandising (sourcing) for 09SS / 09FW
- Sourcing quality merchandised for competitive domestic and international vendors
- Analyzing market trend and / Analyzing selling point - Buying items from USA and HK for domestic market
- Performance: First adopted color pallets from original shoes to coordinate all kinds of accessories from the NewBalance launch in Korea onward.