

HAILEY KIM

Ontario (willing to move) / ppoo77@gmail.com | 343-989-5127

[Linkedin](#) | [Portfolio Website](#)

PROFILE SUMMARY

Results-driven UX/UI Designer with over a decade of experience crafting intuitive digital experiences for global audiences. Proficient in wireframing, prototyping, and information architecture, I specialize in designing user-centric solutions that drive engagement and satisfaction. With a strong track record of collaborating with cross-functional teams, I excel in communication and problem-solving, ensuring projects are delivered on time and within scope. My leadership experience includes spearheading successful projects for industry-leading brands like Samsung Electronics, where I established UI standards and conducted user research to inform design decisions. I bring a diverse skill set and a passion for innovation to every project I undertake.

SKILL SUMMARY

- **Wireframing, Prototyping, Information Architecture:** Extensive experience in designing user-centric digital experiences.
- **Collaboration and Communication:** Strong ability to work effectively with developers and cross-functional teams.
- **Problem-solving and Leadership:** Proven track record of driving project success and fostering teamwork.
- **Design Tools:** Proficient in Figma, Adobe XD, Balsamiq, Adobe Suite, 3D Max, Rhino.
- **Content Management Tools:** Skilled in Jira, Google Analytics, Word, PowerPoint, Excel, PDF

PROFESSIONAL EXPERIENCE

- UX Designer and Marketing Assistant** | St. Lawrence College / Global Learning Center 2022
- Developed research and marketing materials to increase student involvement at Global Learning Center.
- UX Consultant** | Viva R&C and Athena Company, Korea 2022
- Conducted IT research projects for the Korean government and provided consulting services.
- Freelance UX Designer** | NAIM Networks, Korea 2016
- Designed UX for Tango software, resulting in patented 3D dashboard concept.
- UX Designer** | Samsung Electronics, Korea 2005 – 2016
- 1. UX Refinement Manager** | Samsung Electronics 2013 – 2015
 - Led the evaluation of UX consistency and usability across Samsung platforms, including BADA and Android, ensuring optimal user experiences.
 - 2. UX Manager** | Samsung Electronics 2010 – 2013
 - Spearheaded successful projects for Samsung's flagship models Galaxy S II and S III, collaborating with global operators like Vodafone, T-Mobile, and Verizon.
 - S III News Interview : <https://www.donga.com/news/Economy/article/all/20120808/48475875/1>
 - S II News Interview : <https://www.sisajournal.com/news/articleView.html?idxno=133458>
 - News Interview : https://biz.chosun.com/site/data/html_dir/2011/06/13/2011061301996.html
 - Established UI standards for Android phones, including Basic Interaction, Home screen, Widgets, and Multimedia, driving user engagement and satisfaction
 - 3. Senior UX Designer** | Samsung Electronics 2007 – 2009
 - Developed foundational UI guidelines for Samsung Android phones, focusing on basic interactions, menu/navigation, and widget systems.
 - Led UI design initiatives for multimedia features, conducting user interviews across European markets to achieve success

- 4. Junior UX Designer | Samsung Electronics** 2005 – 2007
- Produced UI guidelines for GSM phones in European markets, ensuring consistent user experiences across diverse products.
 - Led the design of UI elements such as Call and Call log guidelines, FM radio interface, and Mobile internet UI for touch-enabled devices.
 - Conducted a 4-month research project in the UK to develop the Samsung Internet browser, collaborating with telecom partners like Vodafone, T-Mobile, and Orange.

EDUCATION

Post-Graduate Certificate, Project Management St. Lawrence College, Kingston, ON	2023 – 2024
Post-Graduate Certificate, User Experience Design St. Lawrence College, Kingston, ON	2022 – 2023
MA of Interaction Design Digital Media Kookmin Techno Design Graduate School, Korea	2003 – 2005
Bachelor of Fine Art Dankook University, Korea	1999 – 2002
An associate's degree, Advertising Design Dong-Seoul University, Korea	1997 – 1999

VOLUNTEER EXPERIENCE

Project Coordinator Active member in Enactus at St. Lawrence College, Kingston, On	2023
Assistant Woman's session, Immigrant Services Kingston & Area (ISKA), Kingston, On	2022

AWARDS AND RECOGNITION

Winning 2nd place at the Enactus Regional Exposition TD Entrepreneurship Challenge	2024
SLC Loyalty Scholarship, St. Lawrence College	2023
Academic Excellence Entrance Scholarship, St. Lawrence College	2022
IF Design Award Bronze Prize, Interactive Desktop	2004

PUBLICATION

A masters thesis: A study on user types classification of context analysis in a home environment.	2005
HCI conference, Korea: Publish a paper	2005
: A study on user types classification of context analysis in a home environment.	
Design Conference in Spring, Korea: Publish a paper	2004
: A designing of service scenario for a Smart home	