

# Edward Kim

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## PROFESSIONAL SUMMARY

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Senior Product Designer with 5+ years of experience designing consumer-facing and enterprise digital products across mobile, web, and emerging platforms. Leads end-to-end design from early discovery through polished delivery combining strong UX thinking, visual craft, and systems thinking to create intuitive experiences that balance user needs with business goals. Expert in Figma with deep fluency in AI-powered design tools and workflows including Claude, Claude Code, Runway, and Figma Make. Experienced conducting user research, building and evolving design systems, collaborating cross-functionally with product managers and engineers, and mentoring junior designers. Track record of driving 80% user satisfaction lifts, 20%+ conversion improvements, and 20% engagement gains across entertainment, e-commerce, SaaS, and consumer tech platforms. Award-winning XR and spatial designer (Snap Lens Studio Hackathon 1st Place, 2025). Currently pursuing an MS in Human-Computer Interaction at Cal State Long Beach; BA in Graphic Design from USC. Bilingual in English and Korean.

## EXPERIENCE

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**Product Designer** | KINO | Los Angeles, CA *Apr 2024 – Present*

- Lead end-to-end product design for a consumer entertainment platform from early discovery and user research through prototyping, high-fidelity design, and engineering handoff creating intuitive, polished experiences for web, iOS, and Android.
- Drive design strategy and vision in partnership with product managers and engineers, translating complex requirements into elegant solutions, contributing to the design system, and mentoring junior designers to raise the team's overall craft and quality bar.
- Leverage AI-powered design workflows including Claude, Runway, Figma Make, and Claude Code to rapidly prototype and explore new interaction patterns, accelerating delivery from concept to working software.
- Conduct user research and usability testing, synthesize qualitative and quantitative insights to inform design decisions, and advocate for the user throughout the full product lifecycle from ideation through post-launch iteration.

**Product Designer** | InformXR | Irvine, CA *Dec 2023 – Apr 2024*

- Led end-to-end product design for an XR and spatial computing platform, designing intuitive experiences across iOS, Android, and spatial surfaces that increased user engagement by 30% through strong user research, rapid prototyping, and iterative design.
- Partnered with engineers and product leads at Meta and ArborXR, contributed to design system and component libraries, and leveraged AI tools to accelerate exploration and prototype spatial interaction patterns.

**Contract Product Designer** | Icon Sports Group | Los Angeles, CA *Dec 2023 – Feb 2024*

- Led end-to-end design for a global e-commerce and sports platform, driving a 20% conversion lift through user-centered flows, high-fidelity Figma designs, usability testing, and a scalable design system with reusable components.
- Collaborated with product and engineering to define requirements and deliver polished designs, increasing team productivity by 15% through scalable design system contributions and clear engineering handoff documentation.

**UI/UX Designer** | ODK Media | Fullerton, CA *May 2022 – Apr 2023*

- Designed end-to-end digital experiences for a high-traffic media platform, conducting user research, creating wireframes and prototypes, and driving a 20% traffic increase through data-informed, iterative design across web and mobile.
- Contributed to and evolved the design system, collaborated with product and engineering across multiple launches, and mentored junior designers building a culture of feedback and continuous improvement.

**Product Designer** | Icered | Irvine, CA *Sept 2021 – Apr 2022*

- Led 0-to-1 product design for a consumer social platform, owning end-to-end UX and UI across iOS and web from user research and journey mapping through high-fidelity design, design system building, and engineering handoff.

**UI/UX Designer** | Refresh | Los Angeles, CA *Mar 2020 – Feb 2021*

- Increased user engagement by 25% by designing intuitive, visually polished consumer experiences across web and mobile, iterating rapidly based on user research and usability testing, and contributing to a scalable design system.

**UI/UX Intern** | Investor's Business Daily | Los Angeles, CA

June 2020 – Aug 2020

- Contributed end-to-end UX and UI design to a full platform redesign, creating wireframes, prototypes, and high-fidelity mockups that achieved a 120% improvement in customer experience scores through user-centered, accessible design.

**UI Designer** | Fuloop | Los Angeles, CA

Sept 2019 – Apr 2020

- Elevated user satisfaction by 80% and reduced time-on-task by 60% designing a consumer iOS and Android app from 0 to 1, owning the full design lifecycle from user research through high-fidelity visual design and design system creation.

## EDUCATION

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**Master of Science, Human-Computer Interaction** | California State University, Long Beach, Long Beach, CA Aug 2024 – Present

**Bachelor of Arts, Graphic Design** | University of Southern California, Los Angeles, CA

Jan 2017 – Jan 2021

GPA: 3.65

**Associate of Arts, Art** | Merced College, Merced, CA

Jan 2016 – Jan 2018

GPA: 3.7

## AWARDS

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**Snap Lens Studio XR Hackathon, 1st Place**

Apr 2025

**IDRL / CITE AI Short Film with Runway, Best Sound**

Sep 2024

**IDRL CITE AI Immersive Storytelling with Runway**

2024

## COURSES & CERTIFICATIONS

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**Human-Computer Interaction Certificate** | UC Irvine, Irvine, CA

Jan 2022

24-week bootcamp: UX research, prototyping, UI design, HTML5, CSS

## SKILLS

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**Design & Prototyping:** Figma, Figma Make, Adobe XD, Adobe Creative Suite, Sketch, Miro, Webflow, Lens Studio

**AI & Emerging Tools:** Claude, Claude Code, ChatGPT, Gemini, Midjourney, Leonardo AI, Runway, Sora, Meshy AI, Nano Banana, Flow

**UX/UI:** End-to-End Product Design, UX Research, Usability Testing, Design Systems, Interaction Design, Visual Design, Mobile Design (iOS, Android), Responsive Web Design, 0-to-1 Product Design, Mentorship, AI Prototyping, AI Prompting

**Technical:** HTML, CSS, Jira

**Languages:** English (Highly Proficient), Korean (Native)