

John Kim

User Experience Designer

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VRAI&ORO

Experience

Sr. User Experience Designer

Jan '18 - Present

- Design and PM complete redesign of a engagement ring experience
- Created a 3D Engagement Ring studio with oversees German team
- In charge of all digital feature roadmap, from ideation, spec creation, designing, managing developer timelines, and QA
- Implemented first data tracking tools to start making data-driven decisions
- Support all site-related tasks--such as CX support, expanding into international orders, checkout optimization, holiday initiatives, vendor relations, etc
- Led digital aspects during 150% YoY growth

Glossier.

User Experience Designer / Researcher

Aug '16 - Jan '18

- First UX hire in the company
- Designed initial POS used in retail experiences
- Optimized first showroom space for shopping and social sharing
- Created initial rep program, where influencers can make commission
- In-depth research on needs by county for first international launches in UK, Australia
- Supported all product launch marketing initiatives
- Led user research during 300% YoY growth

University of California, Berkeley

Education

B.A. Media Studies; B.A. Sociology

2008-2012

General Assembly

User Experience Immersive

2014

Front-End Web Dev Part Time

2016

Data Analytics Part Time

2018