

# Gina Kim



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## 🎓 Education

**BFA Interaction Design,**  
*California College of the Arts*  
Sep 2016 – May 2020  
San Francisco, USA  
Graduated with Distinction  
Creative Achievement Award  
First Year Honors Show

## 🔗 Design

Interaction Design, UX/UI Design,  
Rapid Prototyping, Wireframing,  
Systems & Journey Mapping

## 🔗 Research

Survey Design, Usability Testing,  
Synthesis, Workshop Facilitation,  
Competitive Analysis

## 🔗 Tools

Figma, Sketch, Illustrator, XD,  
Photoshop, InDesign, Invision,  
Premiere Pro, Qualtrics

## 📁 Professional Experience

### **Product Designer, Braze**

Aug 2022 – present | San Francisco / Remote

### **Product Designer, DocuSign**

Oct 2020 – Jul 2022 | San Francisco / Remote

- Designing net-new AI experiences for the Contract Lifecycle Management (CLM) product to increase AI adoption across DocuSign products.
- Working with various cross-functional partners (Product, Engineering, Research, IX) to ship features efficiently and ahead of schedule.
- Planned and hosted a UX focused external event reaching 1200+ registrations to promote DocuSign culture and careers.

### **Product Designer; Volunteer, OpenMeal**

Jun 2020 – Sep 2020 | Remote

- Designed experiences to connect people looking for meals and local businesses struggling during the COVID-19 pandemic.
- Collaborated with designers, engineers, and product managers to rebrand and redesign customer-facing pages to enhance the user experience for those requesting meals online.

### **Product Design Intern, Optimizely (acquired Sept 2020)**

Jun 2020 – Aug 2020 | Remote

- Curated a UX Research plan with A/B testing to create messaging within the product to recruit customers efficiently and with low impact.
- Designed user stories for the Growth team to create a seamless upgrade path from a free to a paid account.
- Decreased design debt by auditing and proposing new empty states, buttons, and alerts for engineers to implement.

### **Interaction Designer; Contract, IDEO**

Jun 2019 – Oct 2019 | San Francisco

- Worked with developers to create in-depth user stories for new features within admin pages in IDEO's products, Shape and Creative Difference.
- Established the transition from Sketch to Figma - updated and organized UI components, created new visual assets, and improved the existing style guide.

### **Creative Intern, W2O Group (now Real Chemistry)**

Jun 2018 – Aug 2018 | San Francisco

- Worked with an 8 person team across offices in the US to create a winning social media campaign to raise awareness and digital presence for home security.
- Developed an internal campaign with the Creative team to improve company morale and encourage inclusivity.

### **UX/UI Design Intern, Clockwork Recruiting**

Jun 2017 – Aug 2017 | Oakland

- Worked with UX research, developed new user personas, and helped established a new visual identity for the products team.