Melinda Kim
UI & VISUAL DESIGNER

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SUMMARY

I'm a product, visual and UI designer with over 14 years experience working with innovative tech startups, UX and marketing agencies and Fortune 500 companies to craft delightful experiences and desirable, friendly products. I focus on delivering clean, intuitive, user-empathic experiences. I'm inspired by working with a diverse group of creatives, direct user feedback and all forms of storytelling.

EXPERIENCE

Kaiser Permanente (Technology Group)
Dec 2018 – Present
Senior UI Designer
I collaborate with lead UX designer, design peers, user researchers and product management to produce product designs, interactive prototypes and final design deliverables for dev handoff. I adapted our dev hand off process for our patient-facing health service native mobile apps My KP Meds and My Doctor Online to meet our rapidly scaling design efforts to meet the changing demands of the COVID-19 pandemic. To support our physicians, I redesigned UI for consultation network app Clinician Connect. Working independently I developed and manage components, styles and UI pattern libraries for our team's design systems following brand guidance and atomic system best practices.

Yahoo Small Business
Jan 2017 – Dec 2018
Senior UI Designer
I worked with Director of Design, design peers, and project managers to reinvent the core user experience of our digital products which allow small business owners start, build and grow their ventures. I ran A/B design user tests and participated in ethnographic user research interviews to refine product improvement proposals and increase sign up conversions. In an agile environment, we facilitated a rapid schedule for corporate rebrand and product redesign, creation of new digital product offerings and its marketing campaigns. I documented UX task flows and created designs from initial concept to interactive prototype to improve outdated SaaS products across desktop and mobile touchpoints. I created our branded UI and web design systems in Sketch. I conceived art direction for YSB corporate site's redesign, managed design production with our contract design agency and worked with project managers on final dev handoff and testing.

Melindanelblu Design
June 2010 – Jan 2017
Lead Visual, Product, Brand and UI Designer
Collaborated on quick sprint and ongoing contracts with either full stack UX teams at design agencies or consulted independently on redesigning, wireframing, prototyping & producing final design assets for digital marketing campaigns (social, web, print & email) and other UI design projects (for web, Roku, Xbox & native mobile apps) with companies like HP, Wells Fargo, DesignMap, Organic, Common Sense Media, Dodge, VideoSurf and PREMO Network.

Mojave Networks
Jan 2011 – Jul 2014
Visual, Brand and UI Designer
I designed all UI for consumer-facing Mojave Security app and MDM products (web & native mobile applications); corporate rebrand strategy and produced all corporate collateral: corporate site, marketing, digital and print ads, event signage, environmental graphics, presentation deck and brand collateral.

SugarSync
June 2007 – Sep 2010
UI Designer
I collaborated on all creative assignments with marketing and business development to produce web content and design and code HTML marketing emails incorporating Google analytic data to drive increased revenue in new customer acquisition and conversion to paid subscriptions. Initially worked with lead designer in brand development, and managed all design assets: corporate collateral, product marketing, presentations and event collateral. As a UI designer, I worked with our product managment team to conceive all UI designs for web, software; native applications for iPhone, Android, BlackBerry, Winmo, tablets and Netbooks.

EDUCATION

Art Institute of California at San Francisco
May 2003 – Sep 2007
Bachelor of Sciences

SOFTWARE

Design	Figma, Sketch, and Adobe Suite: Photoshop, Illustrator, InDesign, After Effects, Acrobat
Others	Microsoft Office, Google Suite, JIRA, Confluence, Asana, User Testing, Lucid Chart, Canva
Learning	Final Cut Pro, Animate