

# ESTHER KIM

“Esther is tenacious. She is the kind of designer you want on your team for any situation.”

estmkim@gmail.com | www.esthermkim.com | (714) 397-6162 | www.linkedin.com/in/estherminakim

## WORK EXPERIENCE

### FREELANCE DESIGNER

JUNE 2020 - PRESENT

#### Yellow Egg Design

- Spearheaded 80+ print and digital product designs totaling \$500K+ in revenue for non-profit organizations.
- Communicated and presented 200+ design ideas directly to organization leaders including Founders and Creative Directors, resulting in ~80% execution rate from ideation to final product.

### PRODUCT DESIGNER, GROWTH

MAY 2022 - JULY 2024

#### FabFitFun

- Led end-to-end design initiatives on growth and monetization creating high-impact, engaging, and polished user experiences, that simplify complex logic through flows, journey maps, wireframes, and prototypes as well as high-fidelity visual designs, driving an 11% increase in membership acquisition and a 7% decrease in membership cancellation utilizing rapid A/B testing.
- Spearheaded collaborative initiatives with cross-functional teams: including design, engineering, product management, growth marketing, merchandising, and data/analytics navigating complex problems, together driving projects from start to finish.
- Advocate for users by deeply understanding their needs, challenges, and behaviors, conducting research, testing and iteration.

### PRODUCT DESIGNER

MARCH 2021 - MAY 2022

#### Curology

(Founding member of the Curology site/web team)

- Executed end-to-end design initiatives on new product features from patient onboarding to 0-1 features, enhancing user engagement and driving a 5% increase in patient growth.
- Optimized subscription funnel, contributing directly to a measurable increase in patient conversion rate of 10% via A/B testing.
- Conducted user research to inform design decisions, resulting in more intuitive and user-friendly web and mobile interfaces, contributing to a 15% increase in patient engagement.
- Facilitated seamless communication between design and development teams, ensuring timely project delivery by 6% and enhancing overall team productivity.

### PRODUCT DESIGN INTERN

NOVEMBER 2020 - MARCH 2021

#### Curology

- Designed and launched new web and mobile design features for the female teen audience implementing the design system from brainstorming to final product launches, contributing to an increase of 7% of female teen patients' Curology subscription retention.
- Spearheaded user research to identify teen user pain points, leading to the creation of user-friendly interfaces, enhancing user engagement by 10%.

### INTERACTION & VISUAL DESIGN LEAD

MAY 2020 - JUNE 2020

#### splashmob

- Led design initiatives from user research, building wireframes to adding components to the design system within the first month of hire.
- Collaborated closely with leadership executives and product design team, driving innovation and improving user workflow by 29% through iterative design and user testing.
- Mentored a team of 3 junior designers, improving their design skills and reducing project completion time by 20%.

## EDUCATION

### GENERAL ASSEMBLY

#### Certificate of Completion, User Experience Design Immersive, UX/UI Design

- General Assembly Social Activism Hackathon — 1st Place

### CALIFORNIA STATE UNIVERSITY, FULLERTON

#### Bachelor of Arts, Graphic Communications

- Cum Laude

### FASHION INSTITUTE OF DESIGN & MERCHANDISING (FIDM)

#### Associate of Arts, Graphic Design, Branding

- Cum Laude

## SKILLS/SOFTWARES

Interaction Design	Figma
Visual Design	Sketch
Prototyping	Zeplin
Wireframing	Whimsical
User Research	Amplitude
Usability Testing	UserTesting.com
Brainstorming	VWO
Product Strategy	Optimizely
A/B Testing	Adobe Creative Suite