

# Insook Kim

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## Career Objective

To become a leading UX Designer/Web Analyst in the competitive new media industry by enhancing user experience with cutting-edge technology to develop professional websites and applications that will surpass clients' expectations and business goals

## Summary of Qualifications

- UX designer and researcher applying best practices and standards
- UX Specialist conducting comparative studies, reviews site analytics, and analyzes industry trends to enhance the user experience.
- Experienced in creating wireframes, mock-ups, and prototypes
- Web designer, analyst and architect
- Efficient and productive in conducting rapid iterative usability testing
- Provider of training workshops on topics related to web CMS systems
- Demonstrated knowledge of diverse web specialist experiences

## Web/Internet Technology Skills

UX/Prototyping Tools	Sketch, Invision, Adobe Experience Design, Balsamiq, Axure, OmniGraffle, Gliffy, Lucidchart
Web CMS Platform	Drupal, WordPress, Intranet Connection, SharePoint
Web Development Tools	HTML, CSS, JavaScript, MySQL, PHP, Git, SASS, LESS, XML
Adobe Tools	Adobe Creative Suite (Photoshop, Illustrator, Experience Design, Indesign, Premiere, AfterEffects, Dreamweaver, Fireworks)
Web Tools	Google Analytics, Google Search Console, Google Custom Search, Jira, Confluence, SAP
Web Servers	OS X, Unix, Linux and Windows
Social Media	Facebook, Twitter, YouTube, LinkedIn

## Experience

**Web Analyst/Business Analyst, City of Burnaby** 2018 - Present

- Create wireframes, mock-ups, and prototypes and conduct rapid iterative usability testing to validate design
- Provide training and support for all web contributors across the City.
- Improve websites/web applications' usability by proposing a better interface design.
- Gather and synthesize complex business and technical requirements.
- Recommend changes and improvements by reviewing web systems and analytics.
- Advise on the use of digital technologies to achieve corporate objectives
- Guide and provide strategies on the best practices on web and UX.

- Developed business case study to improve Burnaby's WebReg for mobile devices.

**Web Administrator/Senior Web Architect**, Justice Institute of British Columbia 2008 - 2018

- Assisted in leading corporate website redesign/redevelopment project.
- Recommended/initiated best web strategies and practices by educating staff and upper level management.
- Finalized a comprehensive business requirement document by helping the organization achieve the business goals as well as website users' needs.
- Initiated the training of all division staff members on the content management system.

**Senior Web Architect/UX Designer**, Freelance Contract 2011 to Present

- Create/develop user friendly websites.
- Wireframe and prototype web/mobile interfaces

**Web Interface Designer**, Best Buy Canada Ltd. 2007 - 2008

- Created a high-quality web interface design.
- Developed an effective design review process to present design ideas to stakeholders.
- Created website banner graphics and online campaign design on a weekly basis.

**Web/Graphic Designer**, Top Producer Systems Inc. 2005 - 2006

- Created various web application interface options for real estate industry.
- Worked with a project manager to design various themes for a real estate website.
- Coordinated with developers to come up with an effective web application solution.

**Web/Graphic Designer**, Lynx Communications Inc. 2004 - 2005

- Created various graphic assets and web design work to set up a static website.
- Implemented and developed front-end websites using html, css and JavaScript.
- Worked with back-end programmers to develop complex web applications.

**Freelance Web/Graphic Designer**, IS Media Design 2003 - 2004

- Delivered web and interactive multimedia development services to clients
- Provided graphic design services such as logo, business card, brochure and poster design
- Provided front-end website design and development work

## **Education**

- UX Design Professional Certificate, University of California San Diego (2018)
- UX Certificate (Interaction Design Specialty), Nielsen Norman Group Fremont (2017)
- Web Developer Program Courses, British Columbia Institute of Technology (ongoing)
- Design and Web Development Senior Management Certificate, British Columbia Institute of Technology (2002)
- Business Administration Certificate, University of Victoria (1997)
- English Interpretation for Tourism Diploma, Chinju Health College (1996)