

Eden Kim | UX/UI Designer

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Diligent, innovative, and detail-oriented UI/UX Designer passionate about designing and implementing impactful design solutions. Known for meticulous attention to detail and a keen eye for user experience. Recognized for combining creativity with functionality to deliver designs that captivate and engage users effectively.

Work Experience

Amplify Program at Fidelity Investments | APR. 2024 - PRESENT | Englewood, CO

Service Designer Intern

- Utilize customer-facing expertise in a rotational role to expand my knowledge about UX design, working with the service design team
- Collaborate with cross-functional product teams within Fidelity Brokerage, Wealth Management, and Workplace Investing, to enhance digital experiences and improve customer satisfaction through a comprehensive understanding of the end-to-end journeys of associates, operations teams, and supervisors.

Asian Community Development Center - Non-Profit | JAN.2024 - PRESENT | Denver, CO

UI/UX Designer

- Designs and implements a sophisticated networking platform and website, enhancing accessibility and diverse learning opportunities within the Asian community, resulting in a 40% increase in user engagement.
- Leads UX/UI design classes to educate skill development and knowledge sharing within the community

Gritty Mental Performance Training | DEC. 2023 - DEC. 2023 | Remote

UI/UX Designer Intern

- Led a team of three students in an industry project focused on UX/UI design for Gritty Mental Health Performance Training, collaborating with the client to develop an app to enhance mental performance for young hockey players aged 11-15.
- Demonstrated leadership as team leader, responsible for project management tasks including arranging meetings, ensuring timely completion of tasks, leading client discussions, maintaining project scope, and managing backlog items.

Design Projects

Malgeum | 2024

UI/UX Designer

- Conducted user testing sessions to gather feedback on prototype designs, iterating on UI elements and interactions to optimize user engagement and satisfaction.
- Identified a real-world problem and developed an app to allow makeup and skincare users to easily find the right product and produce less waste of products being thrown out
- Led the conceptualization and design of a mobile application aimed at simplifying skincare and makeup product selection for consumers overwhelmed by market options.

You | 2024

UI/UX Designer

- Spearheaded the design strategy for transitioning a fictional music streaming application, "You," from a freemium to a paid subscription model, aiming to enhance user experience while driving subscription conversions.
- Conducted A/B testing and usability studies to evaluate the performance of subscription prompts and refine design elements for maximum impact and user engagement.
- Created a user-centered product to achieve the business goal of increasing engagement.

Education and Certifications

Springboard | *Career Track Certification in UI/UX Design*

Saint Joseph's University | *B.A., Business Intelligence/Analytics and Managing Human Capital*

Skills

Tools: • Figma • Sketch • Photoshop • Canva • Miro • Adobe XD • Marvel

Design: Rapid Prototyping • Wireframing • User Flows • Mockups • User Research • Usability Testing • Visual Communication • Interaction Design • Sketching • Responsive Web Design • Informed of Artificial Intelligence

Related Experience

- Electronic Channel Support at Fidelity Investments | 2020 - Present
- Business Development Assistant at HSK Constructions | 2020 - 2022