

# JOYCE KIM

UI/UX, INTERACTIVE DESIGNER, ART DIRECTOR

*Creative thinker and collaborator. Passionate about UI/UX, interactive design and progressive problem solving.*

## MICROSOFT.COM SENIOR VISUAL/UX DESIGNER 2015

Responsible for future thinking, UX and visual design strategy for Microsoft.com and micro sites. Assist Creative Director and work in tandem with various internal and external teams to align to brand standards and a progressive responsive environment. Assisted in developing new brand guidelines and research for MSCOM and spear heading visual design projects within Microsoft.com.

## FINE CITIZENS SENIOR UI/UX DESIGNER 2015

A Columbus, Ohio based design and user experience agency that creates connected digital experiences that deliver highly personalized content to your desk, couch and pocket. Responsible for applying strategic thinking to design and deliver innovative end-to-end user experiences that optimize among user needs, business goals, and technological realities across web & mobile platforms.

## CLIENTSI CREATIVE DIRECTOR 2013

Responsible for brand development across various verticals, logo design, web interface design, client communication, social media and executing multiple projects along with hiring, training and directing a creative team. Assist in creating marketing strategies, brand vision, and quality control. ClientSi is a web design firm that specializes in custom web design, brand development and integration, strategic marketing planning, SEO, graphic and logo design, integrated marketing campaigns, collateral and marketing support, public relations and promotion, video, e-commerce, social media, and special events.

## WEBER ASSOCIATES GRAPHIC DESIGNER 2012

Responsible for designing Sprint, Nationwide, Time Warner Cable, Safe Auto, and BrandBank marketing collateral. Weber specializes in sales and marketing, and uniquely blends management consulting + creative services to help change behaviors and deliver on your brand promise. Our passion, expertise and many late nights are dedicated to this pursuit, perfecting your customer experience and driving results. Clients include Sprint, FedEx, Nationwide, Motorola, Bank of America, AT&T, Time Warner Cable, and other Fortune 100 brands.

## LIMITED BRANDS GRAPHIC DESIGNER 2011

Worked in tandem with the creative team to spearhead solutions for new in-store marketing for new product launches, seasonal collections, and campaigns for Bath & Body Works. Specific projects include: store window visuals, point-of-sale signage, direct mail, hang-tags, advertising, social media marketing, and a variety of other marketing collateral. Researched conceptual ideas appropriate for seasonal gifting and provided graphic solutions that are on trend. Conceptualized multiple creative solutions to address product strategies with multiple design options within cost parameters. Provided approved designs to production team for development of technical specifications for seasonal products for development by the sourcing team.

## SKILLS

Wireframing  
Interactive/Visual Design  
User Interface Design  
User Personas  
User Flows

UI/UX Research  
Competitor Research  
Concepting  
Visual Strategy  
Moodboards

CS6  
Photoshop  
Illustrator  
Powerpoint  
Acrobat

## PORTFOLIO

[jkimdesigns.com](http://jkimdesigns.com)

## EMAIL

[deletetoast@gmail.com](mailto:deletetoast@gmail.com)

## PHONE

614-371-5945

## CURRENT CITY

Seattle, WA

## EDUCATION

Pratt Institute of Art & Design