

Alex Kim

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EDUCATION

University of California, San Diego

B.S Cognitive Science, specialization in Human-Computer Interaction

La Jolla, CA

Sept 2013 - Mar 2017

EXPERIENCE

USAA

Designer 1

Plano, TX

Nov 2021 - Present

- Lead projects with multiple designers to help new users seamlessly Join USAA with a focus on acquiring products.
- Design onboarding experiences to help deepen member experiences and acquire products across multiple lines of businesses.
- Facilitate design research and data team partnerships to understand root problems in experiences.

Fedex Office

UX Interaction designer

Plano, TX

Nov 2020 - Nov 2021

- Facilitate user testing sessions to validate and test design concepts in order to improve Fedex Office team members' workflow and experience.
- Collaborate with cross-functional teams, including operations, product, business, marketing, and IT, to understand, identify, and synthesize complex business requirements and user needs.
- Generate rapid prototypes, UX documentation, interaction flows, stakeholder workshops, and other deliverables in order to communicate and advocate designs for the end user.

USAA

UX/UI Designer Mid-level Contractor

San Antonio, TX

Jun 2020 - Nov 2020

- Designed experiences using design thinking strategies in order to make the "Join Experience" on USAA's web platform easy and delightful for incoming/new members.
- Led workshops with business teams, developers, and subject matter experts in order to understand the business and customer needs of various projects.

Whataburger Corporate Office

Ux Designer

San Antonio, TX

Dec 2017 - Jun 2020

- Led design workshops with stakeholders and SMEs in order to evangelize design-thinking and create customer empathy throughout the organization.
- Built journey maps, wireframes, prototypes, mockups and other artifacts to communicate with our development teams and align with stakeholders.
- Designed a new contact customer care portal. Improving user drop-off rate by 40% resulting in more accurate and timely feedback.

SKILLS

- Human Centered Design
- User testing (remote and in person)
- Wireframes
- Rapid Prototyping
- Storyboarding
- User Interviews/ Need finding
- Adobe Creative Suite
- Workshopping
- Ethnographic Research
- Data Visualization
- Design Advocacy
- Design Critiques