# ANNIE KIM

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## SENIOR UX AND PRODUCT DESIGNER

Mission-driven senior UX and product designer who creates human- and humanity-centered experiences. Draws on understanding of visual design principles, product management, development tools, and usability best practices to manage end-to-end research and design of services and digital products. Designs and critiques wireframes, mockups, prototypes, and other research deliverables. Educates product teams, business stakeholders, students, and members of the public about research and design, as well as agile processes and product development cycles.

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| **Expertise:** | Product Design, Design Systems, Qualitative Research, Workshop Facilitation, Content Strategy, Information Architecture, Content Design and Writing, Management |
| **Design:** | Sketch, Figma, MURAL, Adobe Suite, Optimal Workshop, UserTesting, and more |
| **Development:** | HTML and CSS; familiar with JavaScript and SQL |
| **Research Methods:** | Heuristic Evaluations, Diary Studies, User Interviews, Card Sorting, Affinity Clustering, Tree Testing, Participatory Design Workshops, Usability Testing, and more |

## PROFESSIONAL EXPERIENCE

**Ad Hoc LLC**, Remote                                                                  **Sep 2022 – Present**

*Digital services company that supports the federal government in serving the people*

***Senior UX Designer,*** HealthCare.gov

- Currently serve as a founding member of a team reimagining the HealthCare.gov account management portal
- Led discovery effort including analytics, survey feedback, tree testing, card sorting, and other methods of research to identify opportunities to improve the site's information architecture
- Developed visual designs for the account management portal, starting with wireframe concepts all the way to high-fidelity interactive prototypes
- Worked directly with government partners to perform user research and validation testing on a completely redesigned consumer-facing account management experience
- Led and facilitated design sprints and workshops both internally with the Ad Hoc team and externally with our government partners

**Software Engineering Institute at Carnegie Mellon University**, Pittsburgh, PA          **Jan 2018 – Apr 2022**

*A Federally Funded Research and Development Center (FFRDC)—a nonprofit, public–private partnership that conducts research for the United States government*

***UX Designer***

- Lead designer on organization's Knowledge Management team, leading the end-to-end design process, from research to implementation, for 4 in-house applications within the product suite
- Established organization's first internal design system, including development documentation, usage guidelines, and UI kits
- Led design effort across 3 applications and 3 different customers within the Department of Defense (DoD) and Department of Homeland Security (DHS), educating and mentoring team members on design methods through presentations, coaching, and knowledge management
- Advised development teams on agile development processes and JIRA best practices, resulting in higher engagement from teams and faster delivery of solutions
- Managed the organization-wide monthly "UX Tech Exchange" talk series, identifying topics and speakers focused on human-centered design and design thinking
- Built relationships and networks in C-suite and across the organization in order to identify pain points in organizational process, and potential solutions

**American Cancer Society**, Remote                                                          **Jan 2017 – May 2017**

*Organization that provides advocacy, research, and patient support to improve the lives of cancer patients and their families*

***Product Designer***

- Conducted research through interviews and heuristic/competitive analyses to identify usability issues on the Cancer Survivor Network's (CSN) mobile website
- Worked directly with users, potential users, and stakeholders to balance design and technical tradeoffs

- Collaborated with CSN development team to deliver final high-fidelity mobile UI prototypes and documentation for final implementation

**Maker Ed**, Pittsburgh, PA                                                    **Aug 2016 – Dec 2016**
*Program that provides training, support, and resources to individuals, institutions and communities who are integrating maker education into their learning environments*
***UX Designer***
- Led the end-to-end design process for a mobile app, Blueprint, to help students produce portfolios by creating personas, user journey maps, flows, mockups, prototypes, and high-fidelity designs
- Conducted interviews directly high school students, teachers, and administrators in order to balance user needs with stakeholder needs

**Apple**, Cupertino, CA                                                          **May 2016 – Aug 2016**
*Technology company that designs, develops, and sells consumer electronics, computer software, and online services*
***UX Writer***
- Led content strategy and redesign for Apple Music for Android version 1 launch, balancing Apple's native content guidelines with Google Material Design guidelines

**The Tartan**, Pittsburgh, PA                                                  **Aug 2013 – Dec 2016**
*Carnegie Mellon University's official newspaper serving a community of over 16,500 students, faculty, and staff*
***Design Manager*** *(Jan 2014 – Dec 2016)*; ***Executive Committee*** *(Jan 2015 – Dec 2016)*
- Collaborated with executive leadership and frontend developers to strategize and completely redesign the Tartan's website and web presence, increasing online readership by an average of 28% unique visitors within a year
- Managed a team of 5+ staff print designers to coordinate responsibilities and scheduling in order to ensure quality design and copy before going to print every week
- Mentored design staff members on best practices for information architecture and copy editing
- Led and facilitated staff-wide (editors, designers, artists, and writers) design workshops covering basic design methods and best practices
***Page Designer*** *(Aug 2013 – Jan 2014)*
- Created and managed weekly newspaper design, winning several awards from the Associated Collegiate Press

**Fairfax County Public Schools**, Fairfax County, VA                           **Aug 2011 – Jun 2013**
*Multimedia art studio that offers classes for all ages*
***Art & Design Instructor***
- Designed and developed an application that provided data visualizations of areas for improvement for each student, generated automatic reports for students to keep track of any missing assignments, and tracking academic performance and progress
- The app resulted in the percentage of students who were missing assignments going from 80 percent to less than 10 percent; grades also climbed as students received personalized help based on areas of improvement that were identified for them in the app
- Designed web graphics, including online banners and illustrations, that supplemented grades 10 and 12 English class readings and curricula

## EDUCATION AND PROFESSIONAL ACTIVITIES
**Carnegie Mellon University**, Pittsburgh, PA
Bachelor of Arts in Human-Computer Interaction, Professional Writing
- Minor in Design for Learning (Educational Technology)

**LUMA**, Certified Practitioner, Fundamentals of Innovation through Human-Centered Design
**CITI Program**, Certified IRB Professional, Social-Behavioral-Educational Human Subjects Research
**UXPA International,** Member
**AIGA,** Global Sustaining Member
**ADPList,** UX Design Mentor