KELLY KIM
DIGITAL PRODUCT DESIGNER

kellyhkim.com
kelly.kim95@gmail.com

EXPERIENCE

LIFE360, Principal Product Designer / Design Manager
Remote | April 2022 - January 2023

- Led a team of 3 product designers in the end-to-end design and delivery of new features for Life360's line of mobile apps, Jiobit and the Tile app
- Collaborated with leadership to define product vision and strategy
- Led the initiative to reskin / rebrand the Life360 app across both iOS and Android platforms
- Took over ownership of the design system and continued to maintain and build out components to support the design process
- Ensured the design team's work adhered to the design system and standards

LIFE360, Senior Product Designer
Remote | March 2019 - April 2022

- Led the end-to-end design of several key features for the Life360 app across iOS and Android
- Managed the design process from concept to launch, including wireframing, low and high fidelity prototyping, user testing, and visual design
- Conducted user research to gather insights and inform the design decisions
- Collaborated with product managers, engineers, and other stakeholders to define product vision and strategy

CHARIOT, Product Designer
San Francisco, CA | March 2018 - March 2019

- Led the end-to-end design of key features for Chariot's micro-transit rider app across iOS and Android
- Initiated and developed a design system focused on scalability
- Collaborated with engineers to ensure smooth implementation of design
- Worked with the product team to define and prioritize features and updates
- Determined the information architecture and flows for product features

HERO DIGITAL AT APPLE, Senior Interactive Designer
Sunnyvale, CA | March 2017 - March 2018

- Designed UI solutions focused on creating the best UX
- Balanced creative requirements with client business requirements
- Created prototypes to communicate design solutions
- Provided design QA on creative deliverables to ensure pixel-perfection

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EXPERIENCE

Y MEDIA LABS, Product Designer

Redwood City, CA | July 2015 - March 2017

- Worked in a digital product agency to help clients bring their ideas to life
- Leveraged user-centered design principles to produce high-quality visuals from concept to execution
- Defined use cases, user journey mapping and generated user flows
- Worked on concepts for products in various spaces ranging from social media, dating app to reselling marketplace

SHUTTERFLY, Visual Designer

Santa Clara, CA | August 2013 - March 2015

- Created UI for consumer applications
- Provided print and digital assets to channel partners
- Provided creative guidances for campaigns

TINY PRINTS, Graphic Production Designer

Mountain View, CA | August 2013 - March 2015

- Digital photo editing, color correction, stamping and typeset
- Created stationery designs for various brands

SKILLS

FIGMA	END-TO-END DESIGN PROCESS	USER FLOWS
SKETCH	DESIGN & PRODUCT THINKING	WIREFRAMING
ADOBE CC	PRODUCT STRATEGY	PROTYPING
PRINCIPLE	USER-CENTERED DESIGN	ART DIRECTION
PROTO PIE	MOTION DESIGN	USER RESEARCH

EDUCATION

ACADEMY OF ART UNIVERSITY
Bachelor of Fine Arts degree in Web Design + New Media
San Francisco, CA | May 2015