



BOLIM K I M

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PROFILE

Digital Marketing Project Execution

3+ years' experience working in the digital marketing field, including web/app development, maintenance, creating proposals and project leading for 13+ major companies.

Project Leading Skills

Detail-oriented project leader with excellent time management, problem solving, and issue management skills.

Qualified Design Skills

Highly creative industrial design and convergence/UX design skills including media design, motion graphics, and visual design.

WORK

Web Presence in China

Vancouver, Canada
2018.10 - 2018.12

UX Design Intern

Performed research, set UX strategies, and redesigned WPIC websites. Designed IA, function definitions, and wireframe of WPIC's PC/mobile websites.

Digital Digm

Seoul, South Korea
2014.12 - 2018.01

UX Designer / Project Leader

Discovered and identified issues through stakeholder talks and user research. Created UX strategies, IA, user flow, and wireframes of websites, apps, and admin systems for 13+ international clients such as Audi Korea, Samsung, Mastercard, Lancôme, Domino's Pizza Korea.

As a project leader of 8+ projects, was responsible for milestones, issue tracking, and communication with clients.

Created client proposals and landed 2+ projects so that the team accelerated the path to new business.

Horong

Seoul, South Korea
2014.08 - 2017.07

Co-Founder / Designer

Founded a small business and built a free-to-play mobile game, SA:I, that garnered 500+ downloads on Google Play Store. As the only designer, took the responsibility of concept art, UI design, motion graphics, and so on.

- 2014' Shortlist by Korea Institute of Start-up & Entrepreneurship Development

- 2013' Best Research Award by Convergent Consortium at Sungshin Women's University

- 2013' Special Award for Idea in Global Game Development Contest by Korea Creative Content Agency

Box Soft

Seoul, South Korea
2012.01 - 2013.12

Designer Assistant

Created illustrations for educational texts for intellectually and physically disabled children.

SELECTED PROJECT

AUDI Korea Mobile CRM

Discovered user insights and created a mobile CRM app for dealers and sales managers at Audi Korea to interwork customer information for efficient management.

Domino's Pizza Korea Online Order System

Identified issues through various performance tests and created UX strategies, IA, function definitions, and wireframes of new Domino's Pizza Korea order system (PC/mobile website & app) to improve the order process and the management system for efficient maintenance and operations.

- 2017 winner of Mobile Award Korea

UEFA Champions League Facebook Promotion

Led 2016 UEFA Champions League Facebook promotion of Mastercard International Korea. Simplified user flow, resulting in a 40x increase in user participation compared to the previous event.

EDUCATION

Sungshin Women's University
Seoul, South Korea
2011.03 - 2015.02

BA, Industrial Design & BA, Convergence Design

Specialized in media design, mainly focusing on user-centered service design and UI design.

Seneca College
Toronto, ON
2019.05 - 2020.08

Dip, Interactive Media Design

Excelled in visualizing, including UI design, brochure design, and motion graphics. Enthusiastically learned front-end development, HTML, and CSS and built a personal portfolio website (borimkim.com).

Gastown Business College
Vancouver, BC
2018.05 - 2018.12

iBM Program

Successfully applied the concepts and skills of North American business etiquette, communication, and employability.

HARD SKILLS

User research
Experience strategy
Information architecture
User flow / task flow
Wireframing

User interface design
Graphic design
Motion graphics

Adobe Creative Suite
MS Office
HTML and CSS
Unity 3D
Final Cut
3ds Max
Cinema 4D
Construct 3

SOFT SKILLS

Problem solving
Attention to detail
Teamwork
Self-motivation
Active learning

HOBBIES

Recreational squash
Skateboarding

LANGUAGES

Korean
English

