

cindy kim

UX/UI :: CREATIVE :: STRATEGY



CAREER EXPERIENCE

OCT 2018 - CURRENT

SENIOR USER EXPERIENCE ARCHITECT
SHOOTPROOF - ATLANTA, GA

Responsible for taking product business requirements and leading the design process of product features through design documentation, functional requirements, wireframes and process flows. Worked closely the visual design, product and engineering teams to create software that help photographers grow and maintain successful and sustainable businesses.

MAR 2015 - OCT 2018

Lead UX Designer Level IV
ADP - ALPHARETTA, GA

Improving and innovating client User Experiences for ADP's enterprise software products through means of user research, improved information architecture, user flow, wireframes and visual design.

OCT 2013 - FEB 2015

Partner & Director of Digital Strategy/UX
HEAVY DUTY BRANDING (FORMERLY HOTHEAD STUDIOS) - DECATUR, GA

Lead all User Experience and strategic initiatives through digital channels including social, web and eCommunications. Managed projects and a team of resources from conception to implementation.

APR 2011 - OCT 2013

Creative Director
CSE - ATLANTA, GA

Creative strategy, art direction and design of interactive experiences, accompanying banner ads, POS and print media. Email marketing/design/html programming. Flash design and development.

OCT 2009 - APR 2011

Interactive Art Director
HEAVY DUTY BRANDING (FORMERLY HOTHEAD STUDIOS) - DECATUR, GA

Creative strategy, art direction and design of print ads, tradeshow event experiences, web, email and banner ads. HTML coding and flash development.

JUN 2006 - OCT 2009

Interactive Art Director
INTEGRATIVE LOGIC - LAWRENCEVILLE, GA

Creative strategy, art direction and Design of interactive websites, eCommunications (newsletters, emails, eZines), print communications and direct mail.

FEB 2005 - JAN 2009

Senior Graphic Designer
LOLLICUP USA, INC. - CITY OF INDUSTRY, CA

Lead in-house designer responsible for creation and execution of all print collateral for in-store and corporate usage.

MAR 2005 - DEC 2005

Senior Graphic Designer
POSTER CHILD | A CRAIG MURRAY PRODUCTIONS COMPANY - BURBANK, CA

Design and production of movie-related collateral including billboard advertising, print ads, key art and movie posters.



EDUCATION

2001 - 2003

BA, Graphic Design & Advertising
CALIFORNIA STATE UNIVERSITY NORTHRIDGE

1999 - 2001

AA, Graphic Design
PASADENA CITY COLLEGE

SOFTWARE PROFICIENCIES

Adobe Creative Cloud Suite
Microsoft Office Suite
Sketch
Axure
Invision

SKILLS & ABILITIES

Human-Centered Design Approach
Agile and Scrum Methodologies
UX Research and Usability
Journey Mapping
Wireframing
Information Architecture
CSS/HTML/Flash
Pre-Press/Print/Post Production
Project Management/Traffic
Strategy Planning

AWARDS & RECOGNITION

WebAward 2010 Standard of Excellence
eZine Standard of Excellence

Interactive Media Awards
Best in Class e-Zine/Newsletter
Outstanding Achievement Award

Marketing Industry Recognition
Best Interactive Initiative for Customers Mktg Indus.
Recognition - Best Website Finalist

Internet Advertising Competition
Best Pharmaceuticals Online Newsletter Campaign
Best E-Zine Email Message Internet Advertising Competition
Best Pharmaceuticals Email Message
Best Consumer Goods Online Newsletter Campaign
Best Pharmaceuticals Integrated Ad Campaign
Best Pharmaceuticals Online Ad
Best Pharmaceuticals Rich Media Online Ad