

# JOAHN

Joannkdesign.com

## EDUCATION

### Rochester Institute of Technology

Master in Fine Arts | Visual Communication Design  
Graduation | 2019

### Rochester Institute of Technology

School of Photographic Arts and Sciences  
Bachelor of Fine Arts | Visual Media Photography  
Graduation | 2017

## SKILLS

### SOFTWARE

Adobe Creative Suite	JavaScript
Invision	HTML
Marvel	CSS
Sketch	Cinema 4D
Zeplin	Principle
Figma	Midjourney

## AWARDS

NECC Scholarship | 2017  
James E. McGhee Scholarship | 2016  
Photographer's Forum Magazine | 2016

## ACTIVITIES

### VCD Club | Visual Communication Design Club Fall 2017 - May 2020 | Founder & President

Founder of the VCD Club at RIT. Created an environment for RIT graduates to interact with similar interest. Host and plan events and collaborated with other similar clubs.

## CONTACT

### Email

joahnkim21@gmail.com

## PROFESSIONAL EXPERIENCE

### Senior Product Designer @ Jackpot | Jan 2024 - Present

Leading Jackpot's Product Design strategy; investigating UX design requirements for Jackpot's digital assets, conceptualize and develop a comprehensive UX/UI design strategy for the brand, create and define design standards and system.

Produce high quality UX design solutions and test new features. Provide guidance and advice on implementation of UX research methodologies and testing activities in order to analyze and predict user behavior.

Collaborated with cross-functional teams—including Marketing, Engineering, and external designers—to deliver tailored user experiences.

Developed and maintained comprehensive project plans, effectively tracking progress and managing resources to meet objectives.

Successfully managed monthly releases from initiation to closure, ensuring on-time delivery. Proactively identified and mitigated project risks and issues to minimize impact on timelines and deliverables.

### Product Designer @ CE&Co > Allen & Gerittsen | Mar 2021 - Dec 2023

Design immersive and engaging experiences that are useful, usable, and desirable. Worked with project leaders to shape design guideline and outcomes. My work such as CAVA and UniFirst has been developed and launched. Projects/Case studies I accomplished - CAVA, UniFirst, Toast, Thermal Fisher, Omron, and Sallie Mae.

- Primary responsibilities were product design activities. Sometimes branding and style guides when required and need arise. Presenting various aspects of the user experience to development team and clients.
- Participated in stakeholder interviews and client facing work. Involved in user research activities with the support of the team – was key contributor in user interviews, competitive analysis, design ideation, and strategic synthesis.
- Provided deliverables including prototypes, proof of concept documents, wireframes, user flows, visual design, and design system.

### Product Designer @ Academicly | Sep 2020 - Mar 2021

Created a pipeline for high school students and colleges to connect on taking the next step of their life. As a product designer I collaborated with designers, engineers, and product owner to craft solutions and deliver high quality design.

Provided user-driven design solutions based on research and data to support UX concepts and directions.

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## PROFESSIONAL EXPERIENCE

### User Experience Designer I @ Paychex | July 2019 - Sep 2020

Participated in gathering insights from user research, usability testing, UX benchmarking examples and applying user-centered design principles to identify design needs. Crafted solutions and delivered high quality design.

Collaborated with business teams and Product Owner to understand business and technical requirements.

Provided user-driven design solutions, create wireframes, userflows, prototypes, and produce high fidelity visual designs.

### UX/UI Designer @ RIT | Fall 17-19

Created The Design Guide web application. Conducted user research, delivered benchmarking and competitive analysis documentation.

Designed hi-fidelity visuals, prototypes, and performed user testing. Showcased The Design Guide to RIT Faculty show.

The Design Guide is recognized by American Design Awards in Public Service + Pro Bono category.