

sarahkim

Product Designer /
UI/UX Designer

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kimsarah.com

Experience

Jul 2023 – Current

Atlanta, GA

Product Designer, FanDuel

Leading end-to-end project execution by collaborating closely with product and engineering teams to craft UI/UX solutions that enhance the U.S. Sportsbook experience.

Ensuring our platform maintains its pioneering status in the industry through the implementation of cutting-edge UI/UX enhancements.

Jun 2022 – Jan 2023

Atlanta, GA

Product Designer, Reframe

Conducted 100+ user interviews, synthesized findings to reduce bounce rate by 30%. Redesigned and implemented legacy onboarding experience, increasing app user conversion rate by 20%.

Contributed to design system promoting best practices, resulting in 12% reduction in design-related project delays.

Aug 2021 – May 2022

Atlanta, GA

UX/UI Engineer, Taktyx LLC.

Collaborated with lead developer to test and iterate mobile app prototypes and screens for final implementation, ensuring high standards for usability and UX.

Created design systems and designed wireframes for new app, Mykasu, contributing to smooth development.

Jan 2020 – Jun 2020

Charlotte, NC

ID/UX Intern, Electrolux

Reduced design costs for a laundry center unit by 77% through solution within existing product.

Led consumer insights workshop with 20+ team members to identify key characteristics of Frigidaire consumers through in-depth focus group sessions.

Developed and innovated concepts for major household appliances and products as a member of North America Design Team.

Education

Aug 2016 – Dec 2020

Atlanta, GA

Georgia Institute of Technology

B.S. Industrial Design | GPA: 3.7 | Dean's List

Jan 2019 – May 2019

Kent Ridge, SG

National University of Singapore (NUS)

Industrial Design Exchange Student Program

Skills

UI/UX Design

UX research

Prototyping

User-centered design

User testing

Usability testing

Wireframing

Information architecture

Interaction design

Design system

Visual Design

Communication

Teamwork

Figma

Notion

Adobe creative suite

English (Native)

Korean (Adv.)