



ANNETTE KIM **UI/UX DESIGNER**

www.byannettekim.com

contact@byannettekim.com

(510) 309-0206

SKILLS

Interaction Design

Rapid Iteration

Wireframe Prototyping

Visual Experiencing

HTML / CSS

TOOLS

Sketch

Illustrator

Photoshop

XD

InVision

Framer

EDUCATION

Otis College of Art and Design

2008 - 2009

WORK EXPERIENCE

ARS BETA

UI / UX Director

Sep 2017 - Present

Creating a flexible and adaptable design for ARS BETA on all devices. Implementing new mobile application with front-end and back-end engineers. Direct liason with beta user-testing to improve understanding and empathy in users.

HAPTIC INDUSTRIES

Creative Director

May 2017 - Present

Directs and comissions new products from concept to launch in order to rapidly expand the company's vision. Leads the content marketing strategy to increase user-acquisition through organic growth. Creates new company culture and identity to promote a focused vision.

HAPTIC INDUSTRIES

Graphic Designer / Illustrator

Mar 2016 - Apr 2017

Created branding assets to engineer a distinct brand in a crowded marketplace. Interfaced with brand managers to implement new product identity.

JOY SUSHI

Identity Branding Director

Feb 2014 - April 2016

Revamped branding and identity materials to boost sales and differentiate from competition. Strategically restructured menu to maximize sales of profitable items, while reducing customer choice fatigue. Implemented new products with serving and kitchen staff. Optimized team engineering for employee efficiency and productivity.

COLLABORATIONS

ERIC KIM PHOTOGRAPHY

Production Lead / Graphic Designer

2017

Conceptualized and created graphics for videos to increase viewer comprehension of concepts. Designed course imagery to clarify and boost user engagement. Produced, engineered sound, directed and edited all content for final release.