

Grace Kim

Senior Product Designer, Los Angeles

📧 www.gracekim-design.com

✉ gracekim289@gmail.com

About

I'm a product designer with over 5 years of experience in B2C and B2B products. With background in growth design, user testing, and visual design, I lean into various design toolkits to craft highly polished and elegant solutions that meet user and business goals.

My past projects range across e-commerce, healthcare, fitness, education, and nonprofit industries.

Skills

Interaction Design
Visual Design
Wireframing
Information Architecture
Prototyping
A/B Testing Design & Strategy
Evaluative Research
Usability Testing
User Flows
Journey Maps
Design Systems
Workshop Design & Facilitation

Tools

Figma
Sketch
UserTesting.com
Miro
Invision
Adobe Creative Suite



Experience

Strava — Senior Product Designer, Growth

Mar 2022 – Oct 2023, Remote

Owned subscriber journey experiences to drive revenue and sustainable subscriber growth through major redesigns and 0 to 1 initiatives. Implemented an experimentation strategy framework and shipped designs that resulted in +\$8 million bookings. Collaborated closely with teams and stakeholders to build new processes within the growth org and drive projects forward.

HOMER Learning — Senior Product Designer

Jan 2021 – Feb 2022, NYC

Led activation and retention initiatives, where I designed an insights tool from 0 to 1 and led a full revamp of the parent dashboard.

HOMER Learning — Product Designer

Mar 2019 – Jan 2021, NYC

Designed a/b testing variants to optimize conversion and subscription upsells, as well as led a major redesign of their website during a rebrand. Actively contributed to HOMER's first design system including grids, color accessibility, typography, and forms.

Handy — Visual & Product Designer

Oct 2018 – Mar 2019, NYC

Conceptualized high-level ideas and created product integration specs for Handy's partner brands including Wayfair, Crate & Barrel, Google Nest, and LG.

Upright — UX/UI Consultant

May 2018 – Oct 2018, NYC

Led UX research and design for a donor management platform project for CreditDo.

Education

Univ. of Southern California – B.A., Communication and Media Studies

New York Code + Design Academy – UX Design Intensive Certificate