

Annabelle Kim

Senior Product Designer

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Experience

Draft, Senior Product Designer

August 2022 – November 2022

I was the lead designer for the Marketplace team and gatekeeper of the Design System at Draft. I maintained close communication between teams to implement cohesive and concise design patterns. I've led design projects from conception to execution to improve the quality of our customer's and writers' experience on the Draft platform.

Minerva Knows, Product Designer

April 2021 – August 2022

I spearheaded user research to identify people's problems on the Minerva platform. Making informed design decisions and thinking holistically about the user journey, I worked on refining and enhancing people's experience with the Minerva Web App and Chrome extension. I've taken the initiative to implement a Design QA process and advocated for kickoff meetings between Product, Design, and Engineering to improve the future of the team.

Pond5, UI/UX Designer

April 2017 – April 2021

I initiated and created the Pond5 Design System that reduced both design and tech debt. Conducted both quantitative and qualitative research methods to make data-based design solutions. Collaborating closely with Product and Engineering, I worked on features to improve the ways people can engage with the Pond5 digital e-commerce site.

MyPublisher – Shutterstock, Digital Designer

September 2016 – April 2017

I conceptualized and created various email marketing campaigns and daily content for the website and social media. I styled products and art-directed all photoshoots that were used for digital assets on the website and marketing.

Yesmail – Infogroup, Email Designer

March 2016 – September 2016

Working closely with the team and clients, I worked on the concept and design for daily deliverables. After the design has been approved, I built the emails into HTML code.

Education

UX Design Circuit

General Assembly

New York, NY

BA, Bachelor of Design

Ryerson University

Toronto, ON

Skills

- User Research
- UX Design
- UI Design
- UX Strategy
- Design Systems

Tools

- Figma
- Sketch
- InVision
- Photoshop
- Illustrator
- InDesign
- After Effects
- HTML/CSS
- Pen and Paper