

RAY KIM

201 N. Westshore DR, #2704
Chicago, IL 60601

T 303.859.0265
ray@userexperiencedesign.com

PROFILE

User Experience Professional (Information Architecture, Interaction Design, Usability Analyst) with over 14 years experience in ecommerce, travel, and marketing companies. Proven team and project leader.

Collects and translates requirements into effective and innovative solutions using strong analytical skills and user centered design tools and processes. Develops user personas and stories to inform design strategy and tactics. Produces concepts to illustrate functional design ideas, facilitate product road map definition and project scope. Designs and documents user flows and communicates UI requirements through detailed functional specifications and/or prototypes. Plans, conducts and incorporates user and quantitative research, metrics analysis, usability techniques and best practices throughout the project lifecycle. Strong experience planning and executing AB and multivariate tests as well as driving cross channel optimization analysis and improvements.

EXPERIENCE

INFORMATION ARCHITECT, NEXTAG, CHICAGO, IL — 07.2011-CURRENT

Lead user experience designer for new cross channel consumer shopping experience. Plan and incorporate design research into agile framework projects. Apply iterative design, prototypes and testing into major strategic initiatives. Design user stories, flows and wireframes.

- Provide digital strategy and user experience thought leadership in mobile, social media, and cross channel experience design
- Work with design research lead to plan and execute design research on strategic initiatives and projects combining quantitative and qualitative methodologies.
- Helped implement low cost usability lab and conducted user testing on mobile devices with remote viewing and screen recording

VP, DIRECTOR OF INTERACTION DESIGN, ARC WORLDWIDE, CHICAGO, IL — 04.2008-07.2011

VP, Director of Interaction Design 11.2010-07.2011
Interaction Design Director 04.2008-11.2010

Responsible for the user experience for major consumer packaged goods client. Supervise and mentor a team of interaction designers. Propose, plan and champion research plans. Drive process and collaboration improvements with cross-functional teams. Collaborate with creative team from ideating creative concepts through execution, ensuring an optimal user experience. Work with account and measurement teams to define success metrics, evaluate performance, analyze feedback, and provide recommendations to improve the user experience.

- Interaction Design team lead for the agency's highest revenue generating client
- Team director and lead for client's first brand website with a \$15+ million budget
- Lead optimization analysis and improvement efforts in registration process, improving key metrics
- Lead design strategy efforts to redesign a registration process serving a cross channel and multiple brand marketing initiative

SENIOR INFORMATION ARCHITECT, ORBITZ WORLDWIDE, CHICAGO, IL — 02.2006-04.2008

Senior Information Architect 03.2008-04.2008
Information Architect 02.2006-02.2008

Work with a cross-functional team throughout the development lifecycle. Improve the customer experience by working with product leaders, visual designers, and developers to introduce new and enhanced product functionality. Lead stakeholder interviews and incorporate user and market research to inform design strategy. Enable project team to define requirements, scope and timelines by creating wireframe concepts and flows. Refine and iterate designs incorporating customer feedback and testing. Document UI requirements in detailed functional specifications. Work with team to ensure designs are effectively implemented.

- Lead Information Architect in redesigning the Hotel shopping process.
- Lead Information Architect in creating concepts for an innovative Hotel Review product.
- Coordinated eye tracking study to gain insight into improving the user interface and user experience.
- Lead Interaction Designer to overhaul UI for sister company RatesToGo that operates in multiple markets and languages. Conducted stakeholder interviews and created concepts. Observed usability tests and provided recommendations to refine and further improve the design.
- Conducted competitive and heuristic analysis of the Dynamic Packaging market providing strategic direction and thought leadership in redesigning the packaging engine.

INFORMATION ARCHITECT/SOFTWARE DESIGNER, TRAVELCLICK, BOULDER, CO — 05.2005-01.2006

Worked closely with business stakeholders, project management, and developers to create and deliver effective solutions effective solutions.

- Conducted stakeholder interviews and created concepts. Designed and developed prototypes to demonstrate functional design and obtain stakeholder approval.
- Produced functional specifications.

SENIOR INFORMATION ARCHITECT, CHEAPTICKETS, DENVER, CO — 08.2001-04.2005

Senior Information Architect	2005-2005
Information Architect	2002-2005
Associate Information Architect	2001-2002

Worked closely with cross-functional team to design, test, develop, and improve web site functionality and user experience. Designed and built prototypes using HTML. Conducted usability tests to validate requirements and design decisions. Recommended usability enhancements. Work with teams to ensure designs are effectively implemented.

- Created use case models, page flows, and concepts to overhaul the shopping checkout process to coincide with a re-branding marketing campaign. Increased purchase conversion rate by 40%.
- Produced competitive analysis document on the online travel industry in order increase conversion by gaining quick insight into improving the UI and user experience.
- Lead IA to create a new process and application to create, manage, and publish merchandising content and special offers.

PRINCIPAL, USER EXPERIENCE DESIGN, LLC — 1994-02.2006

User Experience Design is my personal UX consulting business. I have freelanced since 1994 and incorporated User Experience Design, LLC in 2005.

Clients include: www.bobmarley.com, www.damianmarleymusic.com, www.ghettoyouths.com

DIRECTOR OF INTERNET MARKETING, ISLAND OUTPOST, NEW YORK, NY — 1999-2000

Responsible for website strategy, content, design and development for implementing and maintaining hotel and resort management company's websites. Designed marketing and email campaigns. Evaluated business development opportunities.

- Conducted stakeholder interviews to create and manage web sites.
- Developed content strategy, wireframes and flow to guide content, design and development.
- Analyzed business proposals, distribution and marketing opportunities.

EDUCATION

New York University, New York, NY — Marketing, 1996

Certified Usability Analyst Professional by Human Factors International, 2004

SKILLS AND TOOLS

Design research planning, usability moderator, card sorting, research synthesis and analysis, heuristic and design evaluation, site optimization analysis, metrics analysis, AB and multivariate testing, persona and user story development, design concepts, interaction modeling, wireframes, prototyping, and detailed specifications.

Visio, OmniGraffle, Axure, and Dream Weaver.

REFERRALS

Please visit my LinkedIn profile for recommendations: <http://www.linkedin.com/in/raykim>

Recent referrals provided upon request.