

# Joseph K Kim

[josephkimux.com](http://josephkimux.com) | [linkedin.com/in/josephkkim20](https://linkedin.com/in/josephkkim20) | [jkk-design@protonmail.com](mailto:jkk-design@protonmail.com)

## WORK EXPERIENCE

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### Banff Advisors

Nov 2022 – Present

*Product Designer*

*Remote*

- Led multiple end-to-end releases—from user research to launch marketing—for the Banff Platform, a B2B application that curates introductions between executive clients and search, investor, and corporate partners.
- Increased profile view rate from 32% to 97% and introduction request rate from 8% to 29% by redesigning the core candidate review experience.
- Increased average monthly views per executive client from 3.9 to 12.9 by creating a new advanced search and discovery experience.
- Collaborated closely with engineering team to prioritize roadmap and define requirements.
- Led workshops to identify internal points of inefficiency and built tools using Retool to rectify them.

### Self-Employed

Jun 2022 – Oct 2022

*UI/UX Designer and Web Developer*

*Remote*

- Increased monthly confirmed online bookings for a local women's health nonprofit by 1,000% (from 5 to 55) by redesigning client and donor web experiences.
- Simplified steps to book an appointment by 80% and consolidated pages by 57.1%.
- Spearheaded user research, including interviews and usability testing.
- Created new, original branding to modernize the nonprofit's online presence.

### Heidrick & Struggles International

Jun 2019 – Apr 2022

*Senior Associate, CEO & Board Practice*

*San Francisco, CA / Remote*

- Accelerated key data visualization tasks by up to 98% by building tools to automate analyst tasks, including a financial performance tracker and candidate data formatter.
- Collected user feedback and helped define internal roadmap for the company's custom CRM.
- Redesigned client deliverable templates with cleaner layouts.

### Blum Center for Developing Economies

May 2017 – May 2019

*UI/UX Designer and Web Developer*

*Berkeley, CA*

- Rebuilt website to support global social impact work, increasing monthly sessions by 76% and session duration by 102%.
- Consolidated 5 individual program websites into 1 central website, restructuring information architecture to simplify navigation for students and donors.

## EDUCATION

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### University of California, Berkeley

Dec 2019

*BA, Legal Studies*

*Berkeley, California*

## SKILLS & INTERESTS

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- **Skills:** User Interviews; Usability Testing; Brainstorming Workshops; Information Architecture; Wireframing; High Fidelity Prototyping; UI and Visual Design; SQL; Retool; Figma
- **Interests:** Cooking; Guitar; Pickleball; Board Games; Fantasy Writing; Philosophy