

# christine — KIM —



## USER EXPERIENCE DESIGNER

### MY MISSION

I love people. For all their complexities, contradictions, and quirks, humans are the grandest mystery of all. And yet, what I love more is that our inquisitive nature fosters this insatiable need to dig deeper and learn all that we can about the human race. That being said, as a fervent empath with a keen eye for visual and intuitive design, I want to contribute beautiful, yet compelling user experiences as my own verse to this ongoing journey of discovery and creation.

### CONTACT

LOS ANGELES, CA

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### SKILLS

- △ User/Market Research (C&C)
- △ Persona Creation
- △ Visual Design (Marketing Graphics)
- △ Concept Mapping/Ideation
- △ Project Planning (Agile Workflow/JIRA)
- △ Wireframing via Sketch
- △ User Interface Design via Sketch
- △ Information Architecture
- △ User Testing
- △ Designing for iOS, Android, and Web
- △ Sitemap Creation
- △ Interactive Prototyping via InVision

### TOOLS

- ◇ Sketch (with Craft Plugin)
  - ◇ InVision
  - ◇ Zeplin
  - ◇ JIRA
  - ◇ Adobe Photoshop + Illustrator (Basic)
  - ◇ Keynote
- What I hope to learn more about/improve on:**
- ◇ Adobe Suite
  - ◇ Axure/Principle
  - ◇ HTML/CSS



### EXPERIENCE

#### USER EXPERIENCE/USER INTERFACE DESIGNER · Event Farm

**FEB 2016 - FEB 2018** · Joined as their UX/UI Design Intern and was rapidly promoted to UX/UI Designer after contributing to several projects on their web platform, mobile applications, and clients' custom products. My day-to-day consists of:

- Conducting market research with the design team to create user personas
- Gathering requirements and defining MVP with the product manager and development team
- Mocking up lo- to hi-fidelity wireframes to reflect an engaging and effective user experience
- Delivering high quality wireframes and interactive prototypes for developers and stakeholders
- Utilizing an iterative process to refine previous designs based on user testing, client calls, and event marketing trends to curate the experience for our users' business needs and alleviate any painpoints

#### NOTABLE PROJECTS

- **Salesforce Integration:** designed the workflow for users to integrate Salesforce data into Event Farm and vice versa to match leads' and contacts' mappings as a means to import and export guests and monitor pipeline and closed/won opportunities.
- **Event Farm Check-in App:** revamped the interface and functionality of the old check-in mobile app, as per user feedback on painpoints, to provide them with a more efficient and enjoyable experience with checking in guests, printing name-badges, and managing invitation details.
- **Internal Communications/Event Management Tool for a High-End Client:** collaboratively designed both a mobile application and a web-based platform for this client and their brand ambassadors to help run a smooth and successful multi-day event for the 2016 Summer Olympics in Rio.

#### ENGLISH TEACHER · EWay Learning Center

**SEP 2014 - AUG 2015**

- Helped students from grades 4-12 with their writing and reading skills, focusing on literary analysis and vocabulary and ensuring that the lesson plans are customized for each students' learning styles
- Prepped high school students for the college application process by leading SAT bootcamp classes and personal statement workshops



### EDUCATION

#### GENERAL ASSEMBLY · User Experience Design Immersive Program

SEP 2015 - NOV 2015 · LOS ANGELES, CA

#### UNIVERSITY OF SOUTHERN CALIFORNIA · Bachelor of Communication

AUG 2012 - MAY 2014 · LOS ANGELES, CA