

Soohun Kim

Senior Product Designer

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EXPERIENCE

McKesson

Senior User Experience Designer

May 2020 – Present, San Francisco

- Completely renewed McKesson's patient portal to new product Ontada Health by reimagining core features such as instant messaging and scheduling and new intuitive navigation systems.
- Created a fully responsive layout framework and pattern library for patient-facing web applications.
- Provided the end-to-end design solution for 'iKnowMed' EHR system for both responsive web app and native iOS mobile application and worked closely with multiple cross-functional teams.
- Created and managed a fully accessible Ontada Design System for healthcare providers and patient users, and provided human-centered user experiences across all of Ontada's digital product portfolio.
- Established seamless hand-off and UX QA processes that are based on Agile Software Development Life Cycle (ADLC) methodologies to efficiently collaborate in a cross-functional team environment.
- Created design system training materials and conducted regular basis training sessions for both the design and engineering teams, so everyone could understand the best practices and conveniently use the design system in their projects properly.
- Led a brand launching of McKesson's oncology technology business as a new company, Ontada from the product design system side, and collaborated with agency partners to publish the brand book.

Pivot

Senior Visual Designer

May 2019 – May 2020, Redwood City

- Oversaw the entire visual design of the company for both product and marketing by defining design systems and brand identity for the Pivot Smoking Cessation Program.
- Holistically revamped the web registration user flows and improved the registration success rates with a new registration website, email campaigns and consumer-facing communication design materials.

Veritas Technologies LLC

Senior Visual Designer

May 2017 – May 2019, Mountain View

Relaunched the company as a new global brand and ran a branding campaign. Created branding system, design toolkit, and marketing communication strategy while offering design standards such as asset libraries, collateral templates, style guides, and brand book.

Autonet Mobile

Creative Design Manager

Apr 2016 – Mar 2017, San Francisco

Led all visual communication designs and managed outsourcing vendors partners while working directly with numerous automotive brand partners such as GM, Fiat Chrysler Group, Nissa, Mercedes Banz, and Maserati. Projects include websites, mobile UI/ UX, motion graphics, event, social media marketing, and email campaigns.

Graphic Designer

Sep 2011 – Mar 2016, San Francisco

Created all design project executions in branding, marketing, and product design. Projects include corporate website, partner brand microsites, native iOS and Android app UI, marketing materials, digital ads, and demo videos.

J Walter Thompson

Art Director Intern

Jun 2010 – Aug 2010, Seoul, Korea

Supported senior mentors for various consumer brands' national TV commercials and print ads by researching, storyboarding, and client pitch presentation design.

EDUCATION

Academy of Art University

San Francisco, CA— M.F.A in Advertising

September 2008 - December 2011

Seoul National University of Science and Technology

Seoul, Korea — *B.F.A in Graphic Design*

March 2002 - February 2008

CERTIFICATION

edX Verified Certificate for Introduction to Web Accessibility

Issued May 2024

AWARDS

2017 AAF-Silicon Valley ADDY Awards

Bronze Award

2012 Graphis New Talent

3 Golds and 1 Platinum

2011 AAF-SF Bay Area ADDY Awards

Silver Award

2011 International AD Stars Festival

Final List

2011 Creativity International Awards

1 Silver and 1 Platinum (Best of Category)

EXPERTISE

- Wireframe
- Interactive Prototype
- Information Architecture
- Web Accessibility
- Design Systems
- Agile Project Management
- Accessibility Compliance
- User Testing
- User Research / Interview
- Persona / User Journey
- Data Visualization
- Branding
- Motion Graphic

LANGUAGES

English, Korean