

# Soohun Kim

Senior Product Designer

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## EXPERIENCE

### McKesson

Senior User Experience Designer

May 2020 – Present, San Francisco

- **Ontada Design System**  
Designed and managed the Ontada Design System for McKesson's oncology technology business, defining design principles from foundational elements to complex patterns. Ensured reusability across multiple platforms and teams, fostering consistency and scalability.
- **Accessibility Standards**  
Established an accessible Ontada Design System compliant with WCAG 2.1 standards, enabling inclusive user experiences for healthcare providers and patients across the entire Ontada digital product portfolio.
- **Multi-Brand Design System Enhancement**  
Led the evolution of the Ontada Design System (V2.0) to support multiple brands. Developed a new brand theme and restructured the design token architecture to improve scalability and customization.
- **End-to-End Design Solutions**  
Delivered end-to-end design solutions for the 'iKnowMed' EHR system, including a responsive web application and native iOS mobile application. Collaborated closely with cross-functional teams to ensure a cohesive user experience.
- **New Patient Portal Launch**  
Led the redesign of patient portal, launching the new Ontada Health product. Introduced core features such as instant messaging and scheduling, along with intuitive navigation systems to improve usability.
- **Process Development**  
Established seamless handoff and UX QA processes aligned with Agile Software Development Life Cycle (ADLC) methodologies, enhancing collaboration within cross-functional teams.
- **Training and Mentorship**  
Created comprehensive design system training materials and conducted regular training sessions for design and engineering teams. Promoted best practices to ensure consistent and efficient use of the design system across projects.

### Pivot

Senior Visual Designer

May 2019 – May 2020, Redwood City

- Oversaw the visual design for both product and marketing, defining design systems and brand identity for the Pivot Smoking Cessation Program.
- Holistically revamped web registration user flows, launching a new registration website, email campaigns, and consumer-facing communication materials, which improved registration success rates by 300%.

### Veritas Technologies LLC

Senior Visual Designer

May 2017 – May 2019, Mountain View

- Relunched the company as a global brand, spearheading a branding campaign and developing a comprehensive branding system, design toolkit, and marketing communication strategy
- Established design standards, including asset libraries, collateral templates, style guides, and a brand book, to ensure consistency across all touchpoints

## Autonet Mobile

### Creative Design Manager

*Apr 2016 – Mar 2017, San Francisco*

Led all visual communication design efforts and managed vendor partnerships while collaborating with numerous automotive brands such as GM, Fiat Chrysler Group, Nissan, Mercedes-Benz, and Maserati. Projects spanned websites, mobile UI/UX, motion graphics, events, social media marketing, and email campaigns.

### Graphic Designer

*Sep 2011 – Mar 2016, San Francisco*

Delivered 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 designers in creating national TV commercials and print ads for major consumer brands. Contributions included research, storyboarding, and designing client pitch presentation.

## 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 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