NAM-YOON KIM

Senior Product Designer

Uber (Payments) · *Oct 2022 - Current*

- Designing for the spender payments experience.
- Conducted product investigations, managed stakeholder discussions, and designed for a new payment selection experience to reduce payment friction.

Senior Product Designer

Delivery Hero (Rider App) · *Dec 2021 - Sep 2022*

- Conducted a comprehensive UX audit of the rider app used by the delivery crew, leading to a series of projects being kicked off org-wide.
- Designed improvements for the wallet experience to address informational gaps and meet rider expectations.

UX Designer

Amazon (Shopping) · *Nov 2020 - Sep 2021*

- Designed CX improvements and experiments for the Amazon deals page, resulting in revenue gains.
- Created the first design guidelines for the Amazon Reviews space, resulting with revenue gains for various product spaces.

UX Designer & Researcher

Naver Labs (Transportation & Robotics) · *Jun 2018 - Oct 2020*

- Led the research and design of the customer interface and backend system of an indoor delivery robot system.
- Led the research and concept design of a data driven microtransit shuttle service for daily commutes in Korea.
- Voted funniest employee in 2019.

Lead UX Designer & Product Manager

LINE (Transportation & Food Delivery) · *Nov 2016 - Jun 2018*

- Led the UX design of three new transportation and delivery app services, taxi hailing, taxi driver, and parcel delivery in Thailand.
- Led the UX design renewal of a food delivery service to shorten the order time and address usability issues.

UX Designer & Operations Manager

LINE (Music Streaming) · *Jun 2014 - Sep 2018*

- Designed the UX for new service features, the apple watch version and the CMS for LINE MUSIC Japan and Thailand.
- Led the integration with local music labels and telco partners.

Seoul National University

Bachelor's · *2008 - 2014*

- Majored in business management (market research, product development)
- Minored in integrated creative design (design research, UX design).

Portfolio

www.namyoonkim.com

Intro

Strengths in UX design, research and product strategy. More of a builder than an optimizer. Obsessive problem solver. Seeking positive impact through design.

Skills

- Sketch/Figma
- Prototyping
- UX Research
- Product Strategy

Interesting Facts

- I like running, drawing animations, and cooking
- Transitioned from studying business to working UX
- Grew up in Bangladesh and Thailand
- Kind of a polyglot (EN, KR, TH, ES).
- Served in the Korean military as a translator.

Contacts

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