Michelle Kim

Michelle has over 9 years of experience within the world of UX Research. She spent the first 4 years at ArtCenter diving into formative research of AI-powered computer vision in the home environment at Microsoft as her thesis project and validating the concept of self-driving cars in the medtech space for DiDi. In addition to her diverse projects at ArtCenter, she has helped early stage start-ups scale small but impactful UX Research teams for the past 5 years, specializing in qualitative research, market validation, and stakeholder buy-in.

Contact / Portfolio
626-226-7415
michellekim1220@gmail.com
www.michellekimcreative.com

Education
MBA - Quantic School of Business
BFA - ArtCenter College of Design

Skills
Mixed Methods (surveys, usability, ethnographic field studies, etc)
Moderated & Unmoderated
Remote & In-person
Design Thinking
Competitive Analysis
Accessibility / Prototyping
User personas & Journey mapping
Presentation design

Programs / Tools
Figma / Sketch / Adobe Suite
Invision / Miro
Condens / Dovetail / EnjoyHQ
Google Analytics / Tableau
UXtweak / Maze
UserInterviews
UserTesting.com
Userzoom

PROFESSIONAL

Myyshop
UX Researcher
July 2023 - Present

Leveraged competitive analysis, user research, and stakeholder workshops to optimize e-commerce product strategy and roadmap for fast-growing startup Myyshop.

In the first 3 months:

- Conducted **extensive competitive analysis** identifying key differentiators in the dropshipping, livestreaming, and e-commerce space to define market's 3-year forecast

- Led first major user research study and presented compelling product and user persona findings to founder and stakeholders to **pivot product strategy**

- Created user research repository and prioritized product requirements and features roadmap

- Filled critical gaps in business model beyond core research responsibilities (eg, business model, value proposition identification, branding, and mission statement)

DISQO
Sr UX Researcher
March 2022 - Nov 2022

Launched Enterprise team's first UX Research division, providing actionable and clear data on diverse user segments for DISQO's Ad Measurement platform and behavioral data dashboard products.

Link   Interview w/Built In Colorado on my professional journey and how start ups can elevate women in tech into leadership positions

- Ran **moderated usability studies** with Fortune 500 clients on DISQO's Ad Measurement platform and **synthesized qualitative and quantitative feedback** from Analytics and Customer Success (CS) teams to drive **sprint planning and product roadmap**.

- Created **user journey maps on the Customer Success (CS) team's complex operational processes for the product team** (PMs, Design, Engineering, Technical Writers), leading to critical client management tool updates which significantly reduced data tracking errors.

- **Ran card sorts, unmoderated usability interviews, moderated interviews, and surveys** through various testing and research platforms to find most ideal long-term resources the team should prioritize for 2023 (ex: UXTweak, Condens, EnjoyHQ, Maze, etc).

Scanwell Health
UX Research Lead
Sept 2019 - Jan 2022

Built the UX research practice for Scanwell's at-home mobile testing consumer app products, including a FDA approved COVID-19 and Urinary Tract Infection (UTI) tests.

Links   My interview w/Fast Company on how to design a user-friendly COVID-19 test

Fast Company's winner of 2020 World Changing Ideas Awards (Health and Wellness)

RESULTS

- Led and managed a team of UX Researchers and **ran 15 remote moderated usability studies with over 450 participants** in the span of one year through Usertesting.com.

- Improved COVID-19 testing app usability score by 20% in 2 months as the sole designer and researcher, contributing to $4M contract

- Accurately predicted success rate of the Antigen test kit by the 4th usability study, **leading to tests being FDA approved and used by over a million users.**

TASKS

- Created research framework to scale UX evaluation across suite of at-home testing products in agile process

- Conducted accessibility audit leading to improvements in mobile app visual design and audio instructions