

Joseph Kim

Product Designer

Design Projects

MLB Diamond Passport – iOS App (Swift, SwiftUI, Firebase, ARKit) | UX/UI Designer

- Architected and built a native iOS app from concept to deployment leveraging Claude AI for technical architecture, feature specs, and data modeling.
- Designed and directed the implementation of GPS-verified stadium check-ins, live MLB Stats API integration, a gamified XP/tier progression system, and a scavenger-hunt stamp collection featuring unique iconic landmarks across all 30 MLB ballparks
- Created a custom dark-mode design system inspired by Duolingo and Airbnb, defining the visual direction, color system, and screen-by-screen specifications for team-themed UI components, celebration animations, and interactive map experiences

Netflix – Watch Party Feature | UX/UI Designer

- Conducted user interviews to uncover user motivations, pain points, and behavioral patterns regarding streaming platforms
- Translated research findings into personas, user journeys, and design opportunities
- Identified key usability issues and user needs to design a social viewing feature to reduce time spent searching for content and support shared decision-making

SoleSeattle Website | UX/UI Designer

- Researched competitive and comparative analysis to identify gaps and opportunities within the product space
- Redesigned an outdated e-commerce website to improve navigation, visual clarity, and product discovery based on findings from user interviews
- Simplified user flows and filtering to reduce friction and improve checkout efficiency

Work Experience

Prehab San Diego – San Diego, CA | Jan 2025–Present Front Desk Administrator

- Facilitated running workshops with local run clubs to promote business and reach new clients
- Managed all front desk communications with new clients, prospective clients, and current clients regarding scheduling, payments, intakes, etc
- Designed monthly newsletters and marketing materials for events

SoleSeattle – Lynnwood, WA | 2022– Dec 2024 Manager

- Gathered insight on customer spending to report best selling products to ownership
- Lead facilitation of new product negotiation with sellers
- Collaborated with social media team to brainstorm content and film

Sneak City – Lynnwood, WA | Seattle, WA | Tukwila, WA | 2020–2022 Manager

- Designed and curated instagram content to highlight products and foster engagement
- Promoted to oversee operations across three locations, scaling repeatable customer experiences and operational processes
- Supported high-stakes purchase decisions by analyzing trends and customer spending

Nordstrom – Lynnwood, WA | 2019 – 2020 Sales Associate

- Gathered insight from customers to provide clothing, tailor, and fragrance recommendations based on needs

Bothell Physical Therapy – Bothell, WA | 2018 – 2019 PT Aide

- Collaborated with doctors of physical therapy to implement rehab exercises and healing modalities

Education

DesignLab Foundations, DesignLab UX Academy
Certification, March 2024 - 2026
Completed 480+ hours of intensive design coursework

Western Washington University
BS in Kinesiology, 2018

Contact

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Skills

Vibe Coding
User Research
Competitive Analysis
Empathy Mapping
User Flows
Wireframing
Prototyping
Usability Testing

Tools

Figma
Lovable
Claude
Cursor
Xcode
Firebase
Github
ChatGPT
Squarespace