

Katherine Kim

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UX Researcher with experience in healthcare, insurance, travel, & membership-based organizations, striving to happily marry qualitative & quantitative data to tell stories about users.

EDUCATION

University of California, San Diego

B.S. Cognitive Science Spec. Design & Interaction, Computer science minor

EXPERIENCE

AAA/ClubLabs

UX Researcher | Oct 2024 - Current

- Manage UX research for lines of business: membership, insurance, automotive, & travel.
- Conduct quarterly UX audits that includes the review of user survey feedback & data analysis in order to initiate further research. Identify usability issues & gaps in the user journey.
- Execute A/B tests for copy writing & design changes on the website. Collaborate with the data analytics team to establish & track appropriate KPIs.
- Mentoring UXR interns through research methodologies, data analysis, and stakeholder presentations.

UX Associate Researcher | Jan 2023 - Sept 2024

- Pioneered the integration of journey mapping into both design & product workflows, facilitating 5 internal workshops disseminating UX principles & demonstrating value for product roadmaps.
 - Recognized by leadership & nominated for AAA's President's Elite Awards in 2023
- Conducted testing initiatives, employing a variety of methods: interviews, unmoderated/moderated usability tests, card sort, tree tests, 5 second tests, surveys, field studies. Tested with over 1,500 participants.
- UX research initiatives with membership join funnel resulted in 30% increase in conversions & 27% increase in subsequent account registrations.

UX Intern | June - Dec 2022

- Supported the creation of research deliverables including journey maps, personas, usability scripts, affinity maps, & testing reports.
- Assisted with analysis of testing initiatives, synthesizing data from 20+ usability testings & identifying key trends.

UCSD Design Lab

UX Research Assistant in collaboration with MedTech Horizons | Sept - Dec 2021

- Created story maps outlining the FDA approval process by interviewing 8 distinct stakeholder groups.
- Developed a strategic response to the evolving medical device landscape as a result of the COVID-19 pandemic by facilitating a design workshop with 15 FDA and ANVISA regulators producing recommendations for efficiency in the regulation process.

UX Research Assistant in collaboration with Dexcom | June - Aug 2021

- Revamped the day-to-day experience of Dexcom's mobile app, introducing a series of 4 new microinteractions tailored to enhance users' perceptions of notifications regarding their glucose levels.
- Reimagined the homepage design with strategic focus on information to mitigate glucose spikes & declines.
- Led the coordination & execution of 20 usability tests with Dexcom users to best understand needs and preferences.