




# AMY (SEON HYO) KIM

## Product Designer

### CONTACT

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### PROFILE

I am a versatile designer with a diverse educational background spanning the UK, China, and Korea. My expertise lies in developing and executing end-to-end design processes, with a strong emphasis on lean and agile methodologies to effectively address user needs and objectives. I have demonstrated the ability to seamlessly integrate business strategy into my design work, ensuring alignment with broader organisational goals.

### WORK EXPERIENCE

- 01.2022 - Present** ● **JP Morgan Chase & Co, London – Associate UX Designer**  
**Possess expertise in UX strategy and UX design, with a focus on delivering end-to-end design solutions.**
  - Expert in UX strategy and design, delivering end-to-end solutions.
  - Holistic approach to design challenges, ensuring comprehensive solutions.
  - Led complex projects for a Tier 1 Global Bank, defining strategy and vision for internal client transformation.
  - Engaged in the entire design process, from strategy development to user research, UX/UI design, testing, and successful project launch.
  - Successfully launched a transformation project, resolving 12,000+ exceptions daily, 8 resolution types, 12 optimised UI screens.
- 01.2021 - 09.2019** ● **SD LAB –Service Design Laboratory , China– Entrepreneurship**  
**Entrepreneurial project aimed to promote the service design & design thinking within the Chinese education market.**
  - Successfully launched in China, collaborating with multiple international schools.
  - Conducted 68 interviews, underwent 5 validation cycles, and participated in 3 workshops for a robust outcome.
  - Formulated short and long-term business strategies, crafted a comprehensive service system, forecasted impact, and established a viable business model.
- 05.2018–09.2018** ● **Brand Story, Singapore –Design Assistant Intern**  
Logo creation and components design as integral elements for the branding of the official website and application.

### PARTNERSHIP PROJECT

- 01.2021 –10.2020** ● **Modal, Voice Interaction, London**  
**Innovative gamified voice interaction offers a novel approach to unlock the potential of preschool children during the pandemic.**
  - Conducted comprehensive data analysis and curated diverse resources to uncover user insights and pain points.
  - Analysed 905 survey responses, conducted 10 interviews, and performed 5 usability tests for in-depth user understanding.
- 09.2020–01.2020** ● **Lloyds Bank, London**  
**Service design project to create a comprehensive accessibility service for vulnerable customers.**
  - Defined the project scope, coordinating designers to understand the client requirement and to ensure the human-centred approach.
  - Facilitated 2 co-creation workshops with users to translate the expectations into both digital and tangible artefacts.
- 01.2020–09.2019** ● **London Fire Brigade, London**  
**Service design project on demand peer to peer incident assistance service for the London Fire Brigade.**

### EDUCATION

- 07.2021–09.2019** ● **Royal College Of Art, London**  
MA, Service Design
- **London Business School**
  - MBA elective in collaboration of RCA&LBS
  - Brand Management, MBA(3month)
- **Imperial College Business School**  
MBA Module, Deep Technology Acceleration
- 07.2018–09.2013** ● **Central Academy Of Fine Art, China**  
BA, Digital Media

### SKILLS

- Product Design
- Planning & Leading Deliveries
- Research
- Workshop Facilitation
- Business Process Analysis & Mapping
- Usability Testing
- Stakeholder Management
- Business Service Blueprint