Esther Kang

UX Designer

WORK EXPERIENCE

UX Designer / PADI

September 2021 — PRESENT (Remote)

Collaborated with product managers, designers and engineers to translate concepts into intuitive experiences that supports business objectives. Led user interveiws and usability testing to uncover insights and issues. Leveraged research data to create UX deliverables such as affinity maps, heuristic evalutions, wireframes, and prototypes to provide design rationale and present solutions to multidisciplinary teams and key stakeholders.

UX/UI Designer / Nona Childcare

March 2021 — August 2021 (Remote)

Nona childcare is a C2C on-demand childcare service that allows a consumer to find any daycare service on-demand. Led user interviews and usability testing. Designed app's onboarding and booking experience . Increased user engagement by creating an auto-sign form feature that eliminates the need to fill multiple forms. Collaborated with operations and legal team to provide design solutions that met requirements of child protection laws.

Freelance UX/UI Designer / Idenity OC

February 2021 — August 2021 (Remote)

Identity OC is a digital marketing agency. Worked closely with design director and stakeholders from concept development to website development. Brought clients to implement human-centered design to their brand.

Assistant Product Designer / 32 Degrees

September 2016 — August 2019 (New York)

Worked closely with creative director from concept development to production. Led communication with factories to solve probelms related to delays and quality throughout product development to ensure seamless transition of artwork corrections, updates and drops and to meet deadlines.

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estherkang.com

estherkang.design@gmail.com

949.648.0989

linkedin.com/ekang61

EDUCATION

University of California Irvine

UX/UI Design Certification Program
January 2020 - June 2020

Rhode Island School of Design

B.F.A Textiles
September 2011 - May 2015

SKILLS

Illustration
Visual Design
Prototyping
User Research
Journey Mapping
Usability Testing
Branding
Heuristic Evaluation

TOOLS

Figma
Sketch
Adobe XD
Illustrator
Miro
Photoshop
Invision
Jira