Kim Ku

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User name: kimku   Password: h3lloworld!

Meta

Staff product designer, 2021 – Current

• Lead product strategy and design on privacy-related internal tools

• Collaborate with product and legal teams to build 0 to 1 products that meet regulatory needs

• Ran design sprints and workshops that impacted roadmap planning and feature direction

• Drive horizontal design initiatives identifying gaps and opportunties across product suites

Wirecutter, A New York Times Company

Senior product designer, 2017 – 2021

• Led design and product thinking on new features and endeavors

• Delivered strong MVP builds which are followed by quick, iterative improvements

• Ran qualitative and quantitative user testing in person and online

Freelance

Designer and illustrator, 2013 – 2017

• ABRAMS: Led marketing and editorial design on Diary of a Wimpy Kid web and print products

• Penguin: Designed and developed unique websites and games with the Young Readers Group

• The Wirecutter: Refined email brand/layout with improved readability and client compatibility

• Harvest: Contributed ideas and illustrations to improve customers' first time user experiences

• Tapestry App: Animated GIF stories to highlight the app's power as a storytelling medium

Harvest

Product designer, 2011 – 2013

• Developed new, and improved old, interactions and workflows for the Harvest application

• Designed a Chrome extension for seamless Harvest time tracking in Basecamp and Trello

• Branded, illustrated, and animated the WalkaboutNYC website and promotional materials

• Redesigned internal project management tools

Bonnier

Web designer, 2007 – 2011

• Led design on editorial websites including warrenmiller.com and mentorseries.com

• Conceptualized interactive games, widgets, and logos

• Illustrated editorial content for articles and iconography for tool widgets

Penguin Group (USA)

Web designer, 2006 – 2007

• Designed and developed unique sites for book releases and author tours

• Animated book trailers using illustrations, photography, and Adobe After Effects

• Print work included a twenty page holiday catalog and company promotions

University of Pennsylvania

BA in Fine Arts, Cum Laude

Emphasis on animation & graphic / web design

• Dean's List

• Kelly Senior Research Grant recipient

School of Visual Arts

Continuing education

Coursework: Data narratives, silkscreen, letterpress, storytelling, independent comics

Design and development skills

Figma, Sketch, Adobe Creative Suite, Abstract, Invision, Sublime Text

HTML, CSS / Sass

Mixed media skills

Adobe After Effects, Final Cut Pro

Recognition

• MoCCA Arts Festival Award of Excellence, 2013

• Society of Illustrators Comic & Cartoon Art Annual, 2014 & 2015

Collections

My handmade silkscreen artist books have been acquired by the Brooklyn Museum Library, SVA Library, and Columbia University's Rare Book and Manuscript Library.