

Jimin Kim

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SUMMARY OF QUALIFICATIONS

- Product design student with five live websites and three apps shipped, from user interviews and wireframes to high-fidelity Figma prototypes. Google UX Design Certificate, 2025.
- Comfortable in code as well as Figma: React, TypeScript, Tailwind CSS, Next.js and SwiftUI. Three of the production sites were built alongside an engineering director. Named on a pending patent for an AI design-automation tool.
- First marketing hire at Build-One Company (Daedong FE group). Refreshed the group's visual identity, launched five websites and produced its first short-form product videos, all in four months.

EDUCATION

University of Waterloo

Expected Graduation: Aug. 2028

Candidate for Bachelor of Global Business & Digital Arts (GBDA)

Waterloo, ON

- **Certification:** Google UX Design Certificate (Coursera), Mar. 2025.

SKILLS

Design: Figma (wireframes, prototypes, design systems), user interviews, usability testing, user flows, iOS and responsive web UI, Adobe Illustrator, Photoshop, InDesign

Development: HTML, CSS, JavaScript, TypeScript, React, Next.js, Tailwind CSS, Swift, SwiftUI, Firebase (Auth, Firestore), OpenAI and Gemini APIs, Git/GitHub, Claude and Codex as coding assistants

Brand & Content: Visual identity, social media content, short-form video, AI video tools, Adobe Express

EXPERIENCE

Build-One Company Co., Ltd. (Daedong FE group, building materials)

Sept. 2025 - Dec. 2025

Web Development & Digital Marketing Intern (First Marketing Hire)

Republic of Korea

- Designed the Daedong FE and Build-One / Long Brick sites in Figma (user flows, responsive layouts, a shared component library). All five company sites went live within four months.
- Built the Thin Ceramic, Modular Stone and SE Fastener sites directly in the company's React, TypeScript and Tailwind CSS codebase, and worked out each page day to day with the CEO and engineering director.
- Refreshed the Daedong FE and Build-One logos and wrote their usage rules; also designed Daedong FE's business cards and drafted the group's first marketing roadmap.
- Worked with a Daedong FE engineer on an AI system that automates construction drawings; named as an inventor on the patent application (pending).
- Produced four YouTube Shorts from AutoCAD 3D models with AI video tools and refreshed the profiles of the company's existing Facebook, Instagram and YouTube channels.

University of Waterloo Korean Students Association (UW KSA)

Jan. 2024 - Apr. 2025

Graphic Designer

Waterloo, ON

- Designed posters, banners and social media graphics for events; new-member sign-ups grew 25% year over year and the follower count rose during the rebrand.
- Led the rebrand: a new logo and visual identity that mixes modern design with Korean cultural elements, shaped over several rounds of feedback from the president and vice-president.

PROJECTS

LifeBites: 48-hour hackathon web app, team of four | *Figma, Next.js, Tailwind CSS, Gemini API, Firebase* Feb. 2025

- Led design for the team: researched dietary needs and ingredient availability, then built the high-fidelity Figma prototype everyone coded from.
- Helped build the responsive front-end and hooked up the Gemini API for meal planning; the app shipped within the 48-hour limit.

Roomi: roommate coordination app, team of five | *Figma, user interviews, usability testing*

Sept. - Nov. 2024

- Designed the high-fidelity Figma prototype (chat, tasks, calendar, notifications, profile) based on the team's four user interviews, three personas and seven requirements.
- Took the six issues from usability testing (two high-priority) and redesigned the flows, such as tap-to-create calendar events, so all six were fixed in the final version.

PlanEat: mood-based AI meal planner (iOS), team project | *Figma, SwiftUI, Firebase, OpenAI API* May - Jul. 2025

- Designed the UI in Figma and built the SwiftUI front-end: mood-based meal and snack suggestions with calories and ingredients, showing text and images from GPT-4o mini and DALL-E 3.
- Built the sign-up, login, password-reset and profile screens on Firebase Auth and Firestore, with loading, fallback and cached-image states; teammates built the back-end.