Ashley Kim

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Experience

Bose Corporation *Interaction Designer*   January 2024 - June 2024

- Created innovative interaction changes for Bose Open Earbuds, with successful new implementations **active in the market for Bose customers.**
- Collaborated with Bose's Design Thinking Team to brainstorm features for applications of AI-integrated audio equipment, condensing key interaction concepts into **storyboards** and a **concept video.**
- Conducted **25+ user interviews** to evaluate attitudes towards AI tech, and presented synthesized findings to inform design decisions through human centered design.
- Conducted a **competitive analysis** with other existing voice-operated products to analyze user behavior patterns, system limitations, and social stigmas associated with public voice operation.

Fullmode Remote Gaming Competition *UI/UX Designer*   July 2023 - Present

- Conducted **user interviews** and **surveys** to uncover needs for a **200+** person video game tournament, presenting findings and actionable next steps to the leadership team.
- Rebuilt the existing system on a **Figma prototype** for compatibility with a user-friendly web application, collaborating with a team of 12 to incorporate the design into the final product.
- Designed key tasks and conducted **usability tests** to ensure an efficient and enjoyable user experience, resulting in **100+ players** signing up for the beta prior to the official launch.

Beast in the East *Interface Designer*   April 2024 - August 2024

- Created dynamic animations and versatile broadcast layouts with **Adobe Creative Suite** based on user research using marketing and psychological techniques.
- Implemented features designed to enhance viewer engagement and retention, resulting in an increase of **100+** active viewers—**33%** more compared to the previous year's event.

Studio in a School *UI/UX Designer*   January 2024 - June 2024

- Developed an educational platform aimed at supporting aspiring art teachers and enhancing art education for New York's youth.
- Conducted **20+ user interviews** to gather insights, identifying key pain points related to educational platforms and analyzing competitors to understand benefits and constraints in the field.
- Designed the platform's basic interface, utilizing design principles and signifiers to achieve a 100% successful click-through rate during **usability testing**, ensuring an intuitive user experience.

Skills

Technical: Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects), HTML, CSS, Javascript, C++

Research: User Interviews/Interview Synthesis, Usability Testing, Data Analysis/Conclusion drawing, Survey Design

Interests: Community building, AI technology, Education

Education

Tufts University, Medford, Massachusetts   December 2024
Bachelor's degree in Engineering Psychology
Relevant Coursework: Data Structures, Statistics for Behavioral Science, Experimental Psychology, Computer Interface Design, Web Programming
Honors: cum laude