CHRISTOPHER KI

User Experience Designer

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User Experience Designer well versed in interactive prototyping, IA flows, system design, conditional wires and communicating requirements into easily digestible deliverables for a range of audiences. Passionate about leveraging data and user research to guide design decisions and providing a user-friendly experience that’s both visually pleasing and meets ADA compliance.

Skills & Abilities

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| **Software Skills:** | Figma, Axure, Sketch, InVision, ProtoPie, Adobe Photoshop, Adobe Experience Manager, SharePoint, Dreamweaver, Microsoft Office Suite |
| **Technical Skills:** | ADA compliance, interactive prototype, enterprise design libraries, conditional wires, system flow design, user interface design, responsive best practices, mobile app design (Android and iOS), competitive analysis, Information architecture, HTML, CSS, JavaScript, Swift |
| **Languages:** | English, Korean, Japanese |

Experience

**Foot Locker Inc. | UX Designer** Jun. 2019 - Current

* Redesigned the full end to end Checkout experience from scratch for both Web and Native Apps to provide an easier and faster process, in addition to achieving a higher percentage of purchase rates. Scopes were at an international scale which covered not just the US but CA, UK, and a dozen of EU and APAC countries we operate which involved varying legal & business requirements, supported features, languages and vendors. Implementation of new payment methods and installments via partnerships with 3rd party vendors such as Apple, Google, Klarna, iDeal, PayPal and more.
* A complete design overhaul to the 20+ Post Purchase emails to introduce a proper structure, format, legibility, branding guidelines, information hierarchy, balance between visuals & text, as well as addressing the pain points and customer complaints documented from the old existing emails. Project also included migrating emails to a new email vendor, which involved many communications.
* Creation and maintenance of the Figma & Axure Enterprise Libraries containing prebuilt components and full-page templates which our Designers can simply drag and drop to create wires in short matters of time and thus increase productivity and consistency across the UX deliverables. Libraries were created for all platforms: Mobile, Desktop, iOS, Android.
* UX lead for projects in multiple Paths at Foot Locker Inc. such as Purchase, Post Purchase, Membership, Mobile App, AEM. Projects include overhauls and updates of Account & Profile, Favorites, Order History & Status, Return & Exchange, Membership Online & In-store Enrollment, Cart, Checkout, Emails, Internal SharePoint Websites and more.

**Sears Holdings Corporation | UX Architect** Sept. 2016 – Jun. 2019

* Created an Axure enterprise widget library for mobile and desktop. Library was used by Sears and Kmart UXAs to more efficiently create wires, build prototypes for UXR and deliver consistent deliverables across stakeholder audiences.
* Redesigned the full end to end experience for Weekly ad, which was the top project within the product roadmap for 2016 and 2017. Deliverables included wires as well as prototypes for top and bottom of the funnel. Collaborated closely with UXR team to ensure all designs were tested to validate the best experience design.
* Complete overhaul to cart and checkout experience and flows, achieving a higher number of users completing a purchase. Deliverables include iterations of competitive analysis, system flow, conditional wires, and interactive prototypes for user testing.
* Redesigned Wishbook, an initiative to bring nostalgia back to the Sears brand. Deliverables include wires, IA flows and prototype for the product modules and detail pages.
* Redesigned the monthly payment plan experience sponsored by Citibank. Collaborated with UXAs, designers and UX researchers to design a new payment experience. Deliverables include system flows and multiple iterations of wires for stakeholders and Citibank, as well as prototypes for UXR team.
* Collaborated with UXAs and designers to redesign the registration form to promote a better user experience with less user pain points. Worked in lockstep with UXR team creating prototypes A/B testing.

**GLERB | UX Designer Intern** August 2015

* Collaborated with the CEO and multi-disciplinary team for designing the IA, use cases, and UI for an educational startup service.
* Generated ideas on how to design the website’s key functionality and user experience.

Education

**Indiana University, Bloomington, IN** August 2015

*Bachelor of Science in Informatics*

Cognate: Telecommunications Applications | Minor: Telecommunications