



## Sujin Im

### Profile

I'm a UX/UI designer with experience in cross-platform strategy design, project management, user research, user interface design, information architecture, and assessing the usability of new and existing systems.

I have spent the last 15 years working with a range of clients from startups to Fortune 1000 companies creating effective, intuitive UI/UX and visual designs for clients' web and mobile applications. I have led design projects across diverse industry verticals including retail, media, finance, lifestyle, business and healthcare.

### Education

Bachelor in Graphic Design,  
OCAD University, CA, 2010

### Contact

email: si07ng@hotmail.com  
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### Languages

English - Fluent  
Korean - Fluent

### Key Skills

- User Experience / User Interface Design
- Build User Flows & Wire frames
- Brand Identity Design
- Art Direction
- Animation/ Prototyping
- Design Marketing Collateral
- Blender 3D Modeling / Spatial Design

### Work Experience

#### Senior UX UI Design Consultant

IBM, Canada | Oct 2014 - Present

- Collaborating with design teams at Apple
- Responsible for driving UX strategy and UI design from concept to execution
- Offer recommended solutions to clients' design and usability problems
- Collaborating with engineers to implement design assets and interface animation
- Creating wireframes. Designing low/high fidelity mockups and UI guidelines.
- Mentoring and leading fellow design team members and new hires.
- Driving visual design innovation, leading and motivating designers together to accomplish desired goals and objectives efficiently and effectively.
- Applied Service Design. Considers all touch points of the customer journey map from the first discovery to the customer service experiences.

#### Senior UX UI Designer

Pivotal Labs, Canada | Oct 2013 - Oct 2014

- Leading design for tier-1 projects; responsible for driving UX strategy and UI design from concept to execution.
- Leading brainstorming sessions with clients to define mobile-optimized products.



- Creating user archetypes, user flows, experience maps, wireframes. Designing high fidelity mockups and UI guidelines for web, iOS, Android, Windows 8 and BlackBerry applications.
- Collaborating with engineers to implement design assets and interface animation. Ensuring UI/UX and brand consistency across all platforms and media.

### **UX UI Designer**

Xtreme Labs Inc. (Acquired by Pivotal), Canada | Nov 2010 - Oct 2013

- Offer recommended solutions to clients' design and usability problems
- Facilitate brainstorming sessions with clients and internal project teams
- Responsible for driving UX strategy and UI design from concept to execution
- Designing user flows, archetypes, wireframes, prototypes, UI guidelines, high fidelity mockups for web, iOS, Android, Windows 8 and BlackBerry applications
- Collaborating with engineers to implement design assets and interface animation

### **Graphic Designer**

Inso, Canada | Sept 2009 - Oct 2010

- Design marketing collaterals including advertisements, brochures and other printed ephemera.
- Designed fashion magazine page layout & event promotional prints.
- Assisted in research, branding, identity and website design.

## **Education**

### **OCAD University (2006 - 2010)**

Bachelor's degree, Graphic Design

### **Queen Margaret's Secondary high school (2003 - 2005)**

### **Lansdowne Junior high school (2000 - 2003)**