

# Heeji Kim

Product Designer



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## Education

### Bachelor of Interaction Design

Sheridan College | 2016 - 2020

### Bachelor of Fine Arts

York University | 2014 - 2016

## Design Skills

UX/UI Design

UX Research

User Research

Data Visualization

Visual Design

Digital illustrations

Design Systems

UX strategy

Journey Mapping

Wireframing and Prototyping

Motion Design

Responsive Design

Accessibility/WCAG

AI-assisted Prototyping

## Tools & Platforms

Figma

Adobe Creative Suite

Pendo

Dovetail

Linear

Jira/Confluence

HTML

CSS

## Experience

### Product Designer

illumin | Oct 2024 - Current

- Redesigned Canvas, illumin's core feature for building, monitoring, and optimizing sequential advertising campaigns, reducing average activation time from 34.5 to 23 days and driving a 23% increase in usage and 31% more campaign publishes
- Designed the Meta Ads integration, enabling advertisers to export live audience segments from illumin campaigns directly to Meta. 400 advertisers created 2,000+ segments in the first month post-launch
- Designing illumin's first agentic AI chat integration, establishing foundational components and patterns that other teams now build on for AI features platform-wide

### Founding UX Designer

Manifest Climate | Jan 2021 - Jan 2024

- Joined as the founding UX designer during the company's pivot from consultancy to SaaS, establishing the design practice and handoff process while shipping the first live version of the platform
- Designed peer benchmarking and gap analysis surfaces that reduced disclosure benchmarking from 80 hours of manual analyst work to 10 (87.5% reduction), used by the Investor Agenda to benchmark 220+ of the world's largest institutional investors.
- Partnered with climate analysts and engineers as the sole designer, translating dense regulatory frameworks (TCFD, ISSB) into UI patterns sustainability leads could navigate without specialist knowledge.

### UX Design Intern

Kassem Design Inc. | Jun 2019 - Aug 2019

- Collaborated on client projects including website redesign, website maintenance, and infographic design
- Optimized and maintained the design systems for RevUp Dental

### Graphic Designer

Silvert's Adaptive Clothing & Footwear | May - Aug 2017, 2018, 2019

- Designed the cover of the 2017 fall/winter product catalogue, and assisted with image works
- Designed marketing assets including website banners and e-blasts