

Jonathan Don Kim

Service & Experience Designer

Education

Carnegie Mellon University
Pittsburgh, PA

Product Design
Entrepreneurship & Innovation

Skills

Adobe Suite (Ps, Ai, Ae, Id)
Fusion 360
Invision
KeyShot
Photography

Rapid Prototyping
Sketch/Adobe XD
Sketching & Illustration
Solidworks
Wood/Metalworking

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Profile

Experience & Service Designer

I believe design is an opportunity to create and influence holistic change in industry and society; I am passionate about collaborating in research, business, and human-centered methodologies to drive design. I am currently working at IBM in New York as a Service & UX/UI designer, where I work with clients/IBM in industries ranging from retail, finance, healthcare and more. I graduated from Carnegie Mellon University (CMU) in Pittsburgh with a BFA in Product Design with a concentration in Entrepreneurship & Innovation (IDeATe). I also studied at ELISAVA: School of Design & Engineering for graphic, environment, and packaging/retail design.

Thinker & Creator

Thinker: I dedicate my research and practice for human-centered and deep-ecological design, with an emphasis on design ethnography, participatory design, and the meaning of aesthetics in context. I worked with an array of digital and physical projects to conduct and synthesize research to guide and design for product development and integration, as well as to conceptualize and prototype for product testing and production. I focus on the design of systems that increase user accessibility and engagement, and inspire emergent solutions and behaviors to transition the current states of method and practice to a more sustainable future.

Creator: I get my hands dirty; always making and iterating. Whether it is designing a new digital experience of an application or a curve on a lamp, anything I bring into existence is done intentionally with thought and care. As a designer, the process of collaborating is key to success; I enjoy working in diverse teams to find interesting problems and insights to design holistic solutions.

Work

07/2016 – To Date

IBM iX, United States of America
Digital Strategy & iX Consultant | New York, NY US

Interactive Experience (iX) | UX/UI & Service Designer

Client Listing: MetLife, PNC, Bank of China, American Airlines, and Bank of America

Internal Involvement: IBM Design Services, IBM iX, Global Technological Services, and GBS Transformation

11/2018 – To Date

Robert Lewis Menswear | New York, NY US

Experience & Product Designer | Branding & Marketing

Currently, I am working with c-suite executives and the design team on multiple initiatives, including: digital reinvention, brand & marketing strategy, and product development. I am leading the design team to create and implement a new digital experience for consumers and clients. I am also responsible to envision a new branding system and brand guideline that will be implemented across company services and products.

Internship

08/2016 - 05/2017

Western Pennsylvania School of Blind Children | Pittsburgh, PA, US

Product & UX Design Lead

I worked with a team of five to design and implement a system for children with visual and/or other impairments to playfully engage with an aquatic themed interactive garden fountain through various sensory stimuli.

The Project: Interactive Fountain

The newly designed system is inspired to create a holistic experience through the theme of aquatic ecosystems. Through this thematic lens, our interactive representation of an aquatic ecosystem leverages the four fountain heads to facilitate children's understanding of aquatic life. By diversifying the sensory experience, we reached the goal for students afflicted with various impairments.

01/2016 - 05/2016

American Eagle Outfitters | Pittsburgh, PA, US

Spring Intern – Service & UX Designer

During my time at American Eagle Outfitters, I designed for a unique customer and associate experience for AEO retail stores by enhancing and employing various in-store and personal technologies. While reporting to and collaborating with AEO managers and executives, I conducted my own research, process, and development throughout the project.

The Project: AEO Service System

The AEO Service System proposes systematic changes within the retail experience through implementation of various designed solutions for AEO employees and customers. Throughout the project, I emphasized the importance of conceptualizing the future of the retail experience as the user space and environment is continuously changing. This inspired the objective to design systematic changes that will aid AEO to seamlessly transition into the future of retail and be at the forefront of innovation and technological implementation.

07/2016 – 09/2017

Kerf, Pittsburgh, PA, US

Summer Intern – Product & UX Designer

I designed for efficient manufacturing process, and designed various product collections. Working heavily with the design team, we conceptualized new product ideas as well as prototyping and developing various products and collections.

06/2013 - 08/2017

Bomvyx Corp., Atlanta, GA, US

Intern – Experience Design

At Bomvyx Corp., I designed for market strategy, and assisted with designing various products, studies, and branding initiatives. I also designed and helped set up booths for seasonal shows in Atlanta and Los Vegas.