

Toni Kim

User Experience and Service Design Specialist

singblue.co.uk | toni.kim@singblue.co.uk | +44 (0)7402448036 | 131 Lambourne House, London SE20 8FX

Summary

Toni is a skilled and self-assured service design practitioner who delights in simplifying complicated concepts for the general public. She understands human-centred design approaches and how to ensure that users are guided through complex workflows without getting confused or stuck, thanks to her extensive commercial experience in the retail sector. She also has a strong background in visual design and worked with clients in government, energy, finance, education, tourism and online computer game industries.

Experience and projects

Service Design Lead (Freelancing)

Nov 2019 – Present

- Leading service design on Alpha phase for **IPA (Infrastructure and Projects Authority)** and having the assessment passed by CDDC
- Leading service design on Discovery and Alpha for Prison Visit Booking service at **HM Prison and Probation Services**
- Leading design system development for **MoJ Arm's Length Bodies**
- Leading service design activities on Discovery and Alpha for Help to Buy: Equity Loan Scheme from **Homes England**
- Helping startups to develop customer centred products

Senior UX Designer - Zone (a Cognizant Digital Business)

May 2018 – Aug 2019

- Leading UR, UX and UI design for Track and Manage service at **British Gas**
- UX consulting on digital service improvement for **New Day**

Senior Interaction Designer - Civica

August 2016 – April 2018

- IA development and content modelling for **Rail Safety and Standards Board**
- Content design, UX/UI design for **Buro Happold Engineering**
- Storyboarding for a proof of concept in facial recognition ticketing experience design commissioned by **UK Border Force**

Skills

- Design leadership and innovation
- Design thinking
- Human-centred service design
- Service blueprinting
- Process modelling
- Customer journey mapping
- User flows and site flows
- Wireframing and prototyping
- Translation of research insight into user centred design
- Design sprint and co-design
- Conducting workshops and stakeholder engagement
- Agile team collaboration
- Effective teamwork and Interpersonal skills

Education

BA Visual Communication 2008
Birmingham City University

Experience and projects continued

Senior UX/UI Designer - Tesco Plc

December 2015 – August 2016

- Responsible for UX and UI design for transactional services at Tesco Groceries online shop
- Developing user flows and Interaction design on Check out journey and Special offers experience
- Digital design language development for 'One Tesco' – responsible for Form language and Promotional banner visual guidelines

Senior Digital Designer - University of Surrey

October 2012 - September 2015

- Digital design for the University's digital platforms including native mobile apps
- Visual language development for digital platforms and brand toolkit creation for online campaigns

Integrated Creative Designer - University of Surrey

October 2008 - September 2012

- Provide integrated design solutions for the University's new businesses
- Branding and advertising activities on both print and digital media

Lead UI Designer - Daum Communications

March 2005 - January 2006

- Run a small team of designers and a front-end developer to deliver service concept and html prototypes
- Rebrand Lycos Korea to a social networking service which aims to introduce users' peer to peer sharing experience via SNS

Senior UI designer - Actozsoft Co., Ltd

December 2003 – March 2005

- Create conceptual design for online game campaigns and assist online marketing activities
- Online game BI design, interactive graphic design, online advertising and teaser websites

Interaction designer/Art director - eMotion Corp.

June 2001 - December 2003

- Digital marketing, branding and campaign development
- Visual concept development and UI design for a wide range of clients including Samsung Electronics, KB Star (the largest bank in South Korea), Samsung FN (finance), Mirea Credit (finance), SK Corp. Economy Management System (finance), Hyundai Capital (finance), Hyundai Private Tour(tourism), and The Suite Hotel (tourism).