

# RESUME



## EXPERIENCE

- 11/2023** | **Netease Games** **UI LEAD**  
Game company  
Led a team of designers to create wireframes, prototypes, and high-fidelity mockups, increasing user satisfaction. Collaborated with developers to translate concepts into intuitive user experiences, reducing user friction. Defined and implemented a comprehensive testing strategy to increase user engagement.
- 09/2020** | **G2P Design** **STRATEGY DESIGNER**  
Design studio  
Led a team in creating wireframes, prototypes, and mockups, ensuring alignment with client's requirements. Managed project risks and progress, delivering high-quality products on time by collaborating with cross-functional teams. Implemented user-centered design principles, resulting in improved user satisfaction and engagement.
- 12/2019** | **02/2018** | **Dirk Bikkembergs** **PRESS OFFICE**  
Fashion brand  
I enhanced our brand's image, managing online and offline promotions. I organized fashion shows at Milan Fashion Week and various events, fostering strong media relations.
- 12/2017** | **Stereopsia** **MARKETING**  
VR / XR company  
Coordinated Italian-Chinese-English communications. Event planning, multimedia marketing on cross platform: Website, Instagram, Twitter, etc.
- 09/2016** | **Luxury customer service**  
(Armani, Prada, Gucci, Shiseido, Giuseppe Zanotti)
- 05/2016** | **01/2015** | **12/2013** | **10/2012**

## CONTACTS

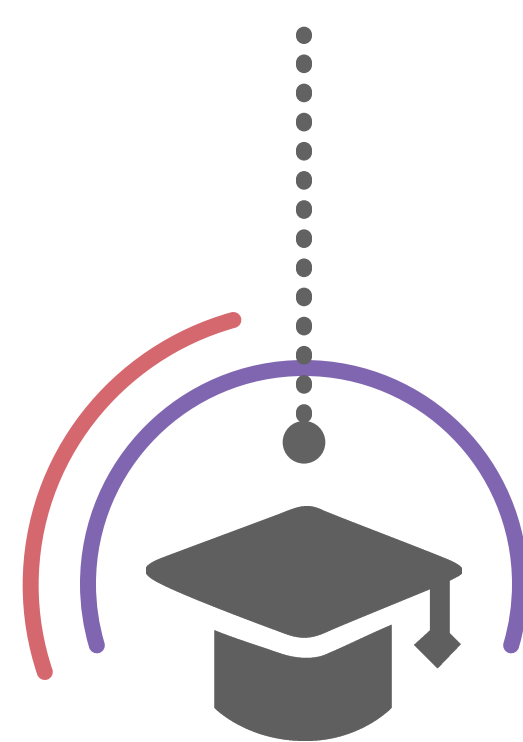
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# Kim



## UX Designer



## EDUCATION

- MAc USER EXPERIENCE**  
Polytechnic University of Milan
- BSc ECONOMICS**  
Catholic University of the Sacred Heart



## SKILLS

Qualitative Research  
Quantitative Research  
Competitive Analysis  
User Testing  
Interaction Design  
Visual Design  
Design System Management  
Telemetry Management  
HTML & CSS  
Low, Hi-Fidelity Prototype  
Information Architecture  
UI assets setup in Unity

## TOOLS



## LANGUAGES

