

JASMINE KIM

UX Designer

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SUMMARY

UX designer with end-to-end experience across websites, mobile apps and marketing content, from user research to high-fidelity prototypes and usability testing. Uses AI-powered tools like Claude Code and Figma Make to move fast, and partners with engineers and stakeholders to solve user pain points and meet business goals.

EXPERIENCE

UX Design Intern May 2026 – Jul 2026
Morphosis Architects Los Angeles, CA

- Designed two websites for the NOW Institute end-to-end, from research and design to prototyping and iteration, using AI-powered tools and vite coding to meet stakeholder needs and improve usability by 27%.
- Researched and designed content for projects, publications, brochures and slide decks, improving organization, clarity and presentation quality.

Graphic & UX Design Intern Dec 2025 – May 2026
day-guard Remote

- Created social media content, Meta static ads and emails aligned with marketing objectives and brand guidelines, driving 300K+ impressions, higher site traffic and sales growth.
- Collaborated with designers on website redesign A/B testing that increased conversion and task completion rates and improved overall user experience by 25%.

LEADERSHIP & PROJECTS

Website Lead Aug 2025 – May 2026
HFES Sustainability Technical Group Remote

- Led design of an all-in-one hub website for a technical group within HFES, the world's largest association for human factors professionals, through close stakeholder collaboration.
- Drove design decisions with card sorting, user interviews, personas, wireframes, prototyping and usability testing, improving platform accessibility and usability.

Director of Digital Marketing Feb 2025 – May 2026
Tufts Product Studio Medford, MA

- Co-organized Production, a weekend-long app design challenge drawing 40+ participants and 8 judges.
- Designed and ran the event's marketing strategy, growing social engagement and conducting outreach to nearby schools and industry professionals to boost participation and visibility by 30%.

UX Designer, Migrant Compass Feb 2025 – Dec 2025
Idea Lab at Fletcher Medford, MA

- Designed a mobile platform with a cross-functional team of designers and engineers, giving migrants real-time analytics and location-based insights for safer, more informed journeys.
- Synthesized crowdsourced data and verified resources on border conditions, terrain safety and access to aid, closing an urgent information gap for vulnerable populations.

EDUCATION

Tufts University Expected May 2027
Bachelor of Fine Arts, Minor in Entrepreneurship Medford, MA

CERTIFICATIONS

Global Career Accelerator (2026): UX/UI & Prototyping, AI Professional Skills, Data Visualization, Intercultural Skills

Marketing: HubSpot Inbound Marketing (2025); Semrush On-Page SEO & AI Search Essentials (2026); Semrush for In-House Marketers (2026)

SKILLS

UX & Research: User Research, User Interviews, Card Sorting, Personas, User Flows, Information Architecture, Wireframing (Low/High Fidelity), Interactive Prototyping, Usability Testing, A/B Testing, Design Systems

Tools: Figma, Figma Make, Claude Code, NanoBanana, Adobe Photoshop, Illustrator, InDesign