

Ann Kim

Product Designer

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Strategic finance operations professional transitioning to Product Design by leveraging a research and strategy background, bringing 3+ years' experience driving solutions across fintech and startup environments.

EXPERIENCE

Senior Associate | PUBLIC, a digital tech consultancy

September 2025 - Present, London

- Contributing to **design delivery management** for £11M Agentic AI programme, involved in design standardisation within the AI Studio team.

Business Operations Associate | PUBLIC, a digital tech consultancy

July 2024 - September 2025, London

- Managed **£1.5M+ annual tech and internal expenditure**, implementing cost optimisation strategies to reduce spend by 15% across 4 departments and maintain financial reporting.

Commercial Strategy Associate | Gen H, a Series-B Fintech

October 2023 - April 2024, London

- Led research initiatives for **new product development targeting £300M market**.
- Designed and implemented product retention strategy based on competitor analysis and stakeholder research, **achieving 45% MoM improvement**.

Founder Associate | Gen H, a Series-B Fintech

December 2021 - October 2023, London

- Led end-to-end redesign of company careers website**, created information architecture considering internal use cases, applicants, and ATS - validated in usability tests.

Qualitative Researcher | UCLA Social Justice Research Partnership

August 2018 - August 2020, London

- Designed inclusive research questions for a **Qualtrics survey for 1,000+ participants**.
- Synthesized **150+ hours of user interviews into actionable insights**.

PROJECTS

Akin | Reimagining access to creative events in NYC

April 2024 - Present, Remote (NYC)

- In a small team with a Product Manager, Developer, and Graphic Designer, designed and executed end-to-end user research strategy, **including survey for 1,200+ respondents and user interviews** to inform design recommendations.
- Created wireframes, user flows, and high-fidelity prototypes, **iterating on designs after conducting usability tests**

EDUCATION

International Relations, MSc | London School of Economics

2020-2021, London

Political Science, BA | University of California, Los Angeles (UCLA)

2014 - 2018, Los Angeles ▪ Magna cum laude (UK First)

SKILLS

User interviews
Usability testing
Personas
Competitor analysis
Card Sorting
Tree testing
User journeys
User flows
Research synthesis
Feature ideation
Wireframes
Prototypes
Mockups
Information architecture
Design Systems

Other skills

Korean (Business)
Spanish (Intermediate)
French (Learning)
Writing
Storytelling
Data visualisation

TOOLS

Figma, Figjam, Maze,
Optimal Workshop, Hotjar,
MaxQDA, NVivo, Qualtrics,
Zeplin, Adobe XD, Miro, Jira,
Notion, Trello, v0, Lovable

RECOGNITIONS

Chancellor's Service Award
London Startup Fair Pitch
Competition, Commendation

INTERESTS

Ceramics
Painting & Art
Music & DJing
Gardening

