

JENNA YIM

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ONLINE PORTFOLIO

Please Visit

- <http://dailyinteractive.ca>

ASSOCIATION

- The Information Architecture Institute
- UPA (Usability Professional Association)

COMPUTER SKILLS

- Highly Advanced in MS Office
- Axure, OmniGraffle or willing to use any other IA Software
- MS Project
- Windows & Mac OS X
- IE/Firefox/Safari/Netscape
- HTML/Javascript/C++
- Macromedia Flash & Actionscript
- Macromedia Dreamweaver & Fireworks
- Adobe Photoshop/Illustrator
- Final Cut Pro

HONOURS

- Award for best project with LG Telecom Project, 2003
- Scholarship, KAIST, 1997-1999

PERSONAL

- Traveling and learning new cultures and languages
- Snowboarding and Squash
- British Pop, Concerts, and International Films
- Poker and Strategic Games
- Fluent spoken Korean

CONTACT

- JENNA YIM
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OBJECTIVE

A key position of responsibility in a user experience department utilizing my knowledge and experience in user experience strategy, information architecture, interaction design, and user interface development in order to:

- collaborate with team members in achieving organizational goals and objectives
- plan and implement creative and logical solutions to solve and enhance Website IA/UI challenges
- share experience, methodology, and knowledge in Web applications, intranet, eCommerce, and CMS

QUALIFICATIONS

Qualified with over 8 years of increasing responsibility and experience in:

- User Experience / Interaction Design
- Wireframe / Prototype Development
- User Personas / Scenarios
- User flows / Use Cases
- Heuristic Evaluation / Competitive Analysis
- Usability Testing / Reporting
- Business Process / System Flow Analysis & Definition
- Creative Solutions / Problem Solving
- Quality Control & Team Leading
- IA Scope, Deliverables, and Time Estimation
- Information Architecture
- Application / System Interface
- Content Matrix / Content Audit
- UX/IA/UI Strategy & Planning
- Discovery / Concept Model
- Business Development Strategy (Pitch Work)
- Usability Guidelines
- Technical Documentation
- Web Project Methodology
- Quality Assurance

WORK EXPERIENCE

Publicis Canada

Senior User Experience Architect, Toronto, Canada

July 2008 - Present

- Responsible for overall UX strategic direction, information architecture, interface and interaction design
- Clients included: Rogers, Purina, LG, CIBC, Labatt, Nestle, The Home Depot Canada, AXA, Grand & Toy, Purolator

Mindblossom Inc. Linked by Isobar

Senior Manager, Information Architecture, Toronto, Canada

Apr 2007 - May 2008

- Responsible for management of IA Team and quality control of the team deliverables
- Clients included: The Home Depot US, Citi Cards Canada, Lavalife, Aegis Media, Walrus Magazine and Sobeys

Sonicboom Creative Media Inc.

Information Architect & Usability Analyst, Toronto, Canada

Oct 2005 - Mar 2007

- Evaluation of client Websites and creating the overall strategic direction & IA
- Creating User Interface Wireframes for Websites & Content Management Systems
- Clients included: Honda, Jamieson, Citi Cards, Bell, CD-ED, Cleveland Clinic Canada and Marsh Insurance

LG CNS Co., Ltd.

IA & UI Analyst, Creative Design Team, e-Solution Division, Seoul, Korea

Jul 2001 - Feb 2004

- Overall strategic direction & IA for LG Telecom Website: assessing mobile technologies, analyzing business requirements, complete IA and wireframe development, quality assurance and testing
- Analyze and evaluate the interface for all LG CNS websites, intranets, extranet and applications and built user interface pattern library: user needs assessment, contextual research, heuristic evaluation, usability testing, cognitive walk-through, prototyping, guideline documentation
- Clients included: LG Telecom, LG CNS, LG Electronics, Supreme Court and LG Softschool

Samsunglife Co., Ltd.

User Interface Designer, e-Business Team, Seoul, Korea

Jan 2001 - Jul 2001

- Design and maintain of Samsunglife.com: conducting IA strategy, wireframing, defining Website content, design, development and quality control

EDUCATION

KAIST (Korea Advanced Institute of Science and Technology), Seoul, Korea

Bachelor of Science in Industrial Design

Graduation Project: Reading equipment for seniors and persons with disability

2001