

# Kim Eun Kyung

Strategic Design Leader and 'builder' at heart, dedicated to guiding small teams through the full product lifecycle

## Pikabook | Founder

Present

- Founded and building Pikabook, an AI-powered language learning app that transforms textbook images into structured, interactive learning experiences
- Designed and shipped end-to-end product experience, from problem definition to UX, AI workflow architecture, and go-to-market strategy
- Plan, communicate, manage developers, led development of AI-driven features including image-based translation, pronunciation evaluation, and personalized learning flows using LLMs

## Autodesk | Principal User Experience Designer

Feb 2023 - Jun 2024

- Led UX initiatives for the Autodesk Accelerate Platform (AXP), supporting technical teams to streamline development workflows
- Directed design and research for Autodesk Access, a tool for managing software updates

## ViSenze | Design Manager

Mar 2021 - Jul 2022

- Built and managed a small design team (3 designers)
- Led UX/UI strategy for ViSenze Discovery Suite, a B2B AI-powered product discovery solution
- Partnered with sales, marketing, product, and engineering teams to drive the shift from sales-led to product-led growth through strategic workshops and planning

## Singtel | Senior UX designer

Jan 2020 - Dec 2020

- Led customer loyalty and reward program experience for My Singtel app and web
- Collaborated with marketing and loyalty team, facilitated workshops to develop the strategy for revamping the rewards experience
- Mentored 3 junior designers for Gamification project and Competitive analysis project

## Autodesk | Senior UX designer

Nov 2014 - Jul 2018

- In charge of user experience design for Forge (<https://forge.autodesk.com>), Autodesk's cloud platform allowing users to explore and purchase 3D related APIs, launched Forge from scratch. Specifically, released:
  - Manage applications (create, edit, delete, view)
  - Developer learning content (API documentations, examples, tutorials)
  - Monetization (homepage, pricing, subscription, usage dashboard, Other event pages)
- Coordinate and managed partner design agencies

## OCBC | Experience designer

Jan 2014 - Oct 2014

- Developed foundational UX design and language guidelines for OCBC digital service
- Optimized user flow for OCBC wealth ipad app for OCBC account managers
- Initiated OCBC CRM system revamp project

## Comcast Innovation Center | UX designer

Dec 2011 - Jun 2013

- Led design and research for email, phone, and text communications with Xfinity Connect app and mobile web
- Additionally worked on Xfinity TV app visual design, Watson (second remote control app service, discontinued) workflow, and visual design

## OTHER EXPERIENCE

### General Assembly

#### UX instructor

Taught 101 for Mobile User Experience

### Singapore Tourism Board

#### Workshop facilitator

Led workshop for STB and travel agencies to brainstorm ideas to re-discover Singapore

## EDUCATION

### Institute of Design, Illinois Institute of Technology

2009 - 2011

Master's degree

Human Centered Design

### Ewha Womans University

2006 - 2009

Master's degree

Visual Communication Design

### Ewha Womans University

2001 - 2006

Bachelor's degree

Economics, Business