LAUREN KIM

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EDUCATION

University of California, Berkeley | Department of Art Practice   **Berkeley, CA**
Bachelor of Arts Degree in Art Practice and Media Studies (Graphic Studies concentration)   *August 2022 - Present*
- **Relevant Coursework:** Advanced Digital Media (Spring 2025), Electrocrafting (Fall 2024), Prototyping & Fabrication (Fall 2023), The Structure and Interpretation of Computer Programs (Fall 2023), Computing in Context: Computing and the Arts (Summer 2023), Introduction to Computer Graphics (Summer 2023), Visual Communication and Sketching (Spring 2023), The Beauty and Joy of Computer Science (Spring 2023)

Orange County School of the Arts (OCSA) | Visual Arts Conservatory   **Santa Ana, CA**
High School Diploma   *August 2018 - June 2022*
- **Relevant Coursework:** AP Art and Design, Digital Media, Watercolor, 3D Mixed Media, Beginning & Advanced Oil Painting, Acrylic Painting

WORK & LEADERSHIP EXPERIENCE

Web Development at Berkeley   **Berkeley, CA**
VP Web Design   *August 2025 - Present*
- Facilitating weekly UX/UI design reviews to track progress and provide actionable critique, resulting in consistent design progress and completion of 4 industry project deliverables

Cal Ice Hockey - Marketing Team   **Berkeley, CA**
Graphic Design Lead   *September 2024 - Present*
- Developed cohesive design systems to strengthen brand identity and contributed to a 78% follower growth on Instagram during 2024-25 season
- Collaborating with cross-functional media teams to deliver cohesive visual experiences—branded visuals, carousels, and short-form motion assets

UC Berkeley DNA Sequencing Facility   **Berkeley, CA**
UX/UI Designer (Contract)   *March 2025 - May 2025*
- Iterated wireframes and mapped user flows by digesting complex client information into clear design decisions that aligned with user and project goals
- Redesigned the facility's landing page and created internal pages including the order form, admin dashboard, and DNA plate screen
- Collaborated with a team of 3 designers and 11 developers to design an automated DNA sequencing order platform for UC Berkeley's DNA Facility

Esperanto Technologies   **Berkeley, CA**
UX/UI Designer (Contract)   *March 2025 - May 2025*
- Created integrated design systems to strengthen brand identity and improve UI experiences through Figma, user research, and interaction design
- Collaborated with a team of 4 designers and 4 developers to ensure seamless integration of design and development processes of website landing page

Snowflake   **San Mateo, CA**
Graphic Design Intern   *May 2024 - August 2024*
- Designed wireframes and prototypes for internal and external applications, aimed to improve communication flow and usability for over 100 employees
- Wireframed, brainstormed, and finalized web landing page designs, adhering to Snowflake's visual design system
- Developed marketing assets for events like Data Cloud Summit 2024, applying typography, layout, and visual design expertise to meet brand standards
- Worked with 3 departments within Snowflake to conduct research, iterate, and finalize designs to internally brainstorm my menu app's implementation

Berkeley Legends (Riot Games at Berkeley)   **Berkeley, CA**
Graphic Designer   *February 2023 - Present*
- Designing interactive marketing infographics and digital assets with brand consistency for a community of 2,000+ members
- Produced interactive and print assets that increased engagement and generated over $700 in club revenue, demonstrating effective brand storytelling
- Organized and optimized the design workflow to deliver assets efficiently, reinforcing cohesive visual standards across all club materials

Web Development at Berkeley   **Berkeley, CA**
VP Web Design Bootcamp   *August 2023 - May 2024*
- Taught an 11-week course covering Figma, responsive UI design, and prototyping fundamentals to 20+ students, fostering hands-on collaboration between design and development
- Provided detailed feedback on weekly projects, helping students create portfolio-ready designs that emphasized accessibility and visual hierarchy

Spoak | Online Interior Design Software   **Berkeley, CA**
UX/UI Designer (Contract)   *March 2023 - May 2023*
- Collaborated with designers and developers to finalize high-fidelity prototypes for AI-integrated interior design software
- Collaborated with clients and engineers to iterate and refine user interfaces for accessibility and usability

SKILLS & INTERESTS

Computer: Google Suite, Figma, iWork Productivity Suite (Pages, Keynote), Adobe Creative Suite (Photoshop, Illustrator, XD), Python, JavaScript
Skills: Creative and Analytical Skills, Visual Art, Graphic Design, UI Design, UX Research, Prototyping, Visual Design, Wireframing, Iteration, User Interviews, Communicative Teamwork, Low-Fidelity to High-Fidelity