

**Andy Kim**

**Creative / UX / UI Director**

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### **About**

I'm obsessed with designing digital products that empower people through functional simplicity. Couple that with the proven skills to imagine, design, build and grow products from scratch gives me an invaluable edge for all my clients. Apple seems to agree: they featured every mobile app I've designed (Mingle, Furnish, Live Nation)

### **Skills**

**Design:** Grid-based responsive layouts, user-centric and data-driven design, intuitive native mobile interfaces, creative direction

**Product:** Requirement gathering (objectives & analytics), specification documentation, user stories, wireframes, flow charts, Agile (backlog to sprints to standup)

**Code:** HTML5, CSS3, Bootstrap, JQuery, Foundation, best practices

### **Experience**

#### **2/12 – Current : Senior Creative Director @ Live Nation**

Oversees all web and mobile design projects for Live Nation. Manages a team of 4 designers and work closely with the content, marketing and product teams to develop and execute product strategies under extreme time constraints. Responsible for researching and understanding all business objectives to set forth a couple sets of wireframes and flow charts in an Agile env. Once the shareholders buy in, I take those IA documents and convert them into high fidelity comps and prototypes using a combination of Invision, HTML5, CSS and JQuery in weekly sprints.

I was responsible for the leading the redesign efforts of Livenation.com and its iOS flagship application. The Live Nation iPhone app was redesigned to simplify the overall interface from onboarding to checkout confirmation. Prior to the redesign, the app was rated 2 stars and today it sits at 4.5. The new Live Nation app was featured by Apple in the iTunes store and generated \$90 million in revenue in its first concert season.

#### **10/12 – Current : Co-founder & CEO @ Furnish**

As one of three co-founders, I am responsible for the product direction, design (UX & UI), frontend programming and business development roles for Furnish.

With no marketing and in a couple months, Furnish went from an idea to become a recognized player in the furniture e-commerce mobile space with over 520,000 members all over the. As of this month, Furnish is now profitable with revenue growing every week and Furnish has been covered by numerous press outlets such as Gizmodo, Business Insider and MSN. Furnish has been featured by Apple in the app

store since our inception till this very day.

### **2/12 – 10/12 : Contract Creative Director @ Life360**

Taking the experience from Mingle, I was given the responsibility to redesign the Life360 application for both Android and iOS. I worked closely with the product development team to not only redesign the interface from the ground up but also instrumental in releasing new features such as the geofencing alerts.

### **10/10 – 2/12 : Co-founder & CEO @ Mingle**

Co-founded a mobile app company called Mingle with two other co-founders. Mingle was a location-based social networking app for professionals. Mingle was featured by Apple and became the #10 free social networking app 4 weeks after it launched. Raised outside financing from multiple investors and grew the company to 50,000 users worldwide but was unable to monetize and hit the rapid traction it needed to raise a subsequent round. After running it for 18 months, Mingle was shut down.

### **9/09 – 10/10 : Director of Product / UI / UX @ Cie Studios**

Managed the product development process and strategy of all interactive products including enterprise software, consumer web and mobile initiatives for electronic and automotive clients such as Pioneer Electronics and Scion Motors. All design direction were guided by both business objectives and existing user behavior data. Processes included wireframes, specification documentation, high-fidelity designs and hand-coding HTML prototypes.

### **6/09 – 9/09 : UI Director @ Spark Networks**

Oversaw design initiatives to enhance multiple Spark properties such as JDate and Christian Mingle. All design direction was focused on increasing onboarding conversions and overall engagement. I also managed two frontend engineers and often got my hands dirty with the coding.

### **8/06 – 6/09 : Director of Interface Design @ Break Media**

Managed a team of 3 designers for all ad initiatives. Lead all core web and mobile design projects and worked closely with the ad team to create innovative ad inventory. Responsible for two full site-wide redesigns including the initial mobile application deployment. Also got my hands dirty with programming here too by building out the frontend to be integrated into the .net framework and worked closely with developers. I actually started here as a senior frontend developer then transitioned to design.

### **1/99 – 06/06 : Lead UI Developer @ Various interactive agencies**

Frontend programmer for interactive agencies such as Genex Interactive and McElroy Advertising. Clients included Nestle, Acura, Honda, Citibank, Warner Brothers.

**Education**

California State University Long Beach

Major: Business Administration; Minor: Finance

1996-1999