Alexa Kim 🚀
Innovation + Strategy
through Human-Centered Design & Research

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Lead Research & Design (Consultant)   2021 - 2022 │ Boston

Led a team through rapid iterative research, design, and prototyping cycles within an Agile environment. Spearheaded these efforts across multiple projects in diverse industries, including agriculture sustainability and healthcare systems.

Director, Experience Strategy & Design (Consultant) 2020-2021 │ Boston

Garnered COO executive sponsorship to spearhead an organization-wide initiative with a mission to solve the 'right' user problems. Uncovered barriers and identified needs to COVID testing in high-value contract regions, which led to winning $1bn+ contracts. Built a UX & Research team from ground up to 20+ member.

Experience Strategist (Consultant)   2018-2019 │ Boston

Managed UX initiatives across various projects for a global financial services client—including a POC to establish a stand-alone health services business unit and a net new business product tailored for young investors.

Design Strategist (Consultant)   2017-2018 │ Boston

Developed a future-ready innovation framework focused on improving operational efficiency and delivering the best-in-class ecommerce CX; Launched an MVP ecommerce site in 3 markets: UK, Ireland, Australia. Proposed a multi-stage ecommerce business transformation, shifting the analog business model to a digital ecosystem.

Director, UXD   2011 - 2015 │ Boston

Headed multiple horizontal and vertical workstreams in experience design and strategy as part of a CEO-sponsored global digital transformation initiative in the EU. Led dispersed global Design teams in developing complex retail and enterprise web and mobile applications for the USA & UK markets.

EDUCATED AT:

MASSART — MASSACHUSETTS COLLEGE OF ART AND DESIGN

MIT MANAGEMENT SLOAN SCHOOL

NN/g — Nielsen Norman Group

Prosci — PEOPLE. CHANGE. RESULTS.

BENTLEY UNIVERSITY

SAFe — PROVIDED BY SCALED AGILE

Strategyzer

designthinkers academy

⚡ A challenge-driven leader who makes positive changes in organizations and businesses through design strategy, research, ideation, and execution. Takes a human-centered approach to solving ambiguous problems that align strategic business goals with the end-user needs.

Edelman

Associate Creative Director   2010-2011 │ San Francisco

Served as a change catalyst within a global PR agency's newly formed digital arm, leading revenue growth initiatives. Actively forged new business partnerships, resulting in the acquisition of 7 new accounts with Fortune 300 companies.

Green Touch Media

Head of Design, Co-Founder   2009 - Present

Drive the firm's design practice by placing the customers needs at the heart of all solutions. Harness the strategic powers of human centered frameworks to develop engaging experiences for SMBs and government agencies.

SAPIENT RAZORFISH_

Senior Art Director   2006-2009 │ San Francisco

Earned rapid promotions to lead the creative direction of large-scale dotcom websites and mobile applications for global brands. Directed multidisciplinary teams, resulting in the delivery of award-winning personalized digital experiences for the brands.

yahoo!

Senior Designer   2004-2006 │ Los Angeles

Developed digital applications and promotional marketing material to support the success of two properties: Yahoo! Small Business and Yahoo! Search. Collaborated with business units to define product requirements and deliver tailored solutions that met the primary needs of small business owners and advertisers.

(Some other engagements include: Abacus Insights, Allen & Garritsen, Northeastern University, TIAA, Totum Sport, Virtusa Consulting)

CAPABILITY IN:

- Product & Service Design
- UI & Interaction & Visual Design
- UX Maturity Model
- Lean Product
- MVP Development
- SAFe & Scrum Agile
- Customer & Employee Experience
- Experience Mapping
- Design System
- UX Decision Frameworks
- Org Change Management
- UX Team Building
- Brand Strategy
- Value Proposition Design
- Innovation Process
- Design Thinking
- Strategy Frameworks
- Product & UX Roadmapping
- Prioritization Frameworks
- UX Workshop Development
- Consensus Building Activities
- Qualitative & Quantitative Research
- Behavioral & Attitudinal Research
- Discovery
- Digital Analytics