Ashley Kim
Product Designer

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Experience

@pashtime – Founder + Designer

New York City | Aug 2015 – Present

Produced beautiful visual, design, storytelling, and video elements for clients within the avenues of books, skincare, design, e-commerce, education, and more with a collective platform of **134k+** followers and **1.1M** monthly views.

Clients: Penguin Random House, HarperCollins, Knopf Doubleday, Simon & Schuster, Book of the Month, Disney, Google, Amazon, and more.

Praxis Labs – XR Product Designer

New York City | Feb 2022 – Sept 2023

Collaborate closely with Product, Engineering, and UX Research to drive product strategy and design simple yet delightful experiences to drive learner engagement. Own end-to-end user journeys and all aspects of design execution from ideation, prototyping, testing, and shipping.

Accenture - Product Designer

San Francisco | Jul 2019 – Jul 2021

Accenture Interactive consultants help clients drive customer experience transformation with business consulting, creative agency, and technology capabilities. Connecting deep human and business insights with the possibilities of technology to design, build, communicate, and run meaningful experiences that live at the intersection of purpose and innovation for clients.

Education

Rhode Island School of Design + Brown University – *Master in Design Engineering*

Providence | Jul 2021 – May 2022

University of Colorado – *B.S. Creative Technology and Design + Business Administration*

Boulder | Aug 2015 – May 2019

Skills

Creativity	Prototyping
Data Analysis	Product Design
Design Systems	Rapid Iteration
Flow Chart	Storytelling
Human Factors	Surveys
Ideation	Testing
Info Architecture	User Research
Innovation	User Journey
Interaction Design	Visual Design
Mockups	Wireframing

Tools

Figma, Creatie, Framer AI, Jira, Adobe, UserTesting

Involvement

The Useful School
Young Alumni Mentor's Program
Women's Launch Pad @ Brown