

# Kijoo Pyo

UI/UX DESIGNER

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## EXPERIENCE

### **Associate Director, User Interface**

VSA Partners  
June 2022 - Present

Lead the overall design strategy and execution of creative work to refresh core IBM product marketing sites and accelerate the client's Product Led Growth (PLG) initiative.

Collaborate with the UX Director to drive digital transformation using human-centered design principles, UX best practices, and agile methodologies.

Conduct frequent user analysis and utilize data science for product marketing pages. Improved page engagement rate (+22.2%), trial responses (213%), and validated design decisions.

Direct a team of 5 UX and visual designers, providing guidance and feedback to help bridge the gap between design and stakeholders.

Develop new templates and a components system in Adobe Experience Manager (AEM) for use across the digital organization.

### **Senior Designer**

VSA Partners  
May 2021 - May 2022

Worked closely with the Creative and UX Director, writer and product marketing team to explore concepts and develop web assets, including collage, illustration, and product UI for a special project, resulting in 295% trial responses.

Solved all design and user-flow challenges and effectively communicated ideas through various levels of fidelity wireframes/prototypes.

Strategized and translated ideas into visual representations for creative and stakeholder reviews.

Leveraged the Design Systems to help cross-functional design partners maintain top-level consistency.

### **UI/Visual Designer**

Myapricot.com  
July 2021 - Mar 2022

Supported branding, B2C marketing for curated shopping destination platform.

Designed icons, spot illustrations, and presentation decks.

Created email marketing templates and collaborated with engineering teams.

Provided brainstorming and art direction for photoshoot and social media strategy.

### **Freelance UI/Visual Designer**

Kijoo Design LLC  
Sept 2020 - Present

Dittoafrica.com: Redesigned an e-commerce site with an intuitive and robust location-based shopping experience.

Chocolateau.com: Developed brand identity from research to execution and created a Shopify website and marketing materials.

Adjaye Associates: Provided consultation on interactive digital books and presentation designs.

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## EDUCATION

### **CareerFoundry**

User Interface Design | Certificate

2020

### **FIDM**

Fashion Design | Associate of Arts

2002 - 2003

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## SKILLS

Figma  
Adobe Creative Suite  
Sketch  
InVision

Keynote  
CMS  
Drupal  
AEM

Design system  
Design Thinking  
Digital Marketing  
Branding

User Behavior Research  
User Journey Mapping  
Interaction Design  
HTML / CSS