

Esther Kim

Senior Product Designer | Healthcare, Wellness & Consumer Experiences

Senior Product Designer with 6+ years leading end-to-end product design for healthcare and consumer products, from discovery through delivery.

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Experience

Senior Product Designer (Freelance)

June 2020 - Present

Yellow Egg Design

Multidisciplinary design studio that partners with nonprofit organizations and mission-driven businesses.

- Led end-to-end product design from discovery through high-fidelity delivery across 80+ digital products for nonprofit organizations and mission-driven businesses.
- Facilitated stakeholder workshops and presented 200+ design concepts and product strategies to founders and executive leaders, achieving an 80% implementation rate.
- Balanced user needs, business goals, and technical feasibility to deliver scalable product experiences across multiple industries.

Product Designer

June 2025 - March 2026

Hi-Altitude Brands

Portfolio of health and wellness brands focused on consumer products and digital experiences.

- Owned end-to-end design for consumer health and wellness experiences, from discovery and prototyping through implementation, contributing to \$500K+ in revenue.
- Partnered closely with Product, Engineering, Growth, Creative, and Data teams to prioritize opportunities and improve engagement through iterative experimentation.
- Translated customer insights and business objectives into intuitive product experiences while balancing speed, quality, and technical constraints.

Product Designer

May 2022 - July 2024

FabFitFun

Lifestyle membership platform serving over one million members through personalized products, content, and commerce experiences.

- Led end-to-end design of 0→1 subscription and commerce experiences serving more than one million members.
- Redesigned complex membership and retention workflows, reducing cancellations by 10% through research, experimentation, and iterative design.
- Collaborated with Product, Engineering, Customer Service, Marketing, and Data teams to define product strategy and optimize end-to-end member experiences.
- Presented design rationale and facilitated alignment across cross-functional stakeholders throughout the product lifecycle.

Product Designer

November 2020 - May 2022

Curology

Digital healthcare platform connecting patients with licensed dermatology providers to deliver personalized virtual care and treatment plans.

- Led end-to-end design of new patient onboarding experiences for teens and guardians, increasing teen retention by 15%.
- Redesigned complex healthcare onboarding workflows, increasing patient conversion by 23% through user research, prototyping, and iterative experimentation.
- Conducted qualitative research with patients and providers to inform product strategy and simplify complex healthcare experiences.
- Partnered closely with product managers, engineers, researchers, and clinicians to launch scalable web and mobile healthcare products.
- Translated regulatory, patient, and business requirements into accessible, intuitive experiences that supported patients ages 13-60.

Education

General Assembly

Certificate of Completion, User Experience Design Immersive, UX/UI Design

- General Assembly Social Activism Hackathon: 1st Place

California State University, Fullerton

Bachelor of Arts, Graphic Communications

- Cum Laude

Fashion Institute of Design & Merchandising (FIDM)

Associate of Arts, Graphic Design, Branding

- Cum Laude

Skills/Softwares

Product Strategy
Systems Thinking
Product Discovery
User Research
Interaction Design
Prototyping
Design Systems
Workflow Design
Stakeholder Management
Cross-Functional Leadership
Workshop Facilitation

Figma
FigJam
Adobe Creative Suite
UserTesting
Maze
Amplititude
Jira
Confluence
Notion
Miro
Asana