

# Esther Kim

estmkim@gmail.com  
www.esthermkim.com  
(714) 397-6162  
www.linkedin.com/in/estherminakim

## Senior Product Designer | Healthcare, Wellness & Consumer Experiences

6+ years designing healthcare and consumer experiences that help people make informed decisions and achieve better outcomes.

## Experience

### Senior Product Designer (Freelance)

June 2020 - Present

Yellow Egg Design

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

- Led strategy, UX, visual design, and execution across 80+ digital projects for nonprofit organizations and small businesses.
- Presented 200+ design concepts and strategic recommendations to founders, executive stakeholders, and organizational leaders, achieving an 80% implementation rate.

### Product Designer

June 2025 - March 2026

Hi-Altitude Brands

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

- Designed consumer-facing experiences for health and wellness brands, contributing to over \$500K in revenue through wireframes, prototypes, and high-fidelity designs.
- Collaborated with Product Management, Engineering, Growth Marketing, Creative, and Data teams to improve customer engagement and retention through iterative design.

### Product Designer

May 2022 - July 2024

FabFitFun

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

- Designed 0→1 subscription and commerce experiences that improved member acquisition, engagement, and retention for a community of over one million members.
- Redesigned key customer journeys and retention touchpoints, helping reduce membership cancellations by 10%.
- Partnered with Product, Engineering, Marketing, Customer Service, and Data teams to launch experiments and optimize end-to-end user experiences.

### Founding Product Designer

November 2020 - May 2022

Curology

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

- Designed 0→1 patient experiences for teens and guardians, increasing teen patient retention by 15%.
- Redesigned onboarding experiences, driving a 23% increase in patient conversion through experimentation and iterative design.
- Conducted patient and provider research that informed product strategy and increased patient engagement by 15%.
- Partnered with product managers, engineers, researchers, and healthcare providers to launch patient-facing experiences across web and mobile platforms.
- Translated patient, provider, and business needs into scalable healthcare experiences serving 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

Design Systems

Interaction Design

User Research

Usability Testing

Information Architecture

User Flows

Journey Mapping

Accessibility

A/B Testing

Stakeholder Management

Figma

FigJam

Adobe Creative Suite

UserTesting

Maze

Amplitude

Jira

Confluence

Notion

Miro

Asana