

Raymond Kim
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PROFESSIONAL SUMMARY

User Experience Architect (Information Architecture, Interaction Design, Usability Specialist) and Web Producer with over 9 years experience in the online travel and entertainment industries.

Translates requirements into effective and innovative solutions using strong analytical skills and sense of user experience design principles. Produces concepts to illustrate functional design ideas, roadmap product strategy and define project scope. Designs and documents user task flows and communicate UI requirements through detailed functional specifications. Delivers wire frame and HTML prototypes.

Conducts and incorporates user research, usability techniques and best practices.

- Proactive, Handles Multiple Projects, Quality-Driven And Meets Deadlines.
- Team Player With Strong Sense of Commitment and Accountability.
- Strong Oral, Written Communication, and Interpersonal Skills.
- Analytical mind, creative thinker and problem solver with a strong work ethic.

Orbitz World Wide – Chicago, IL

Feb 06 - Current

Orbitz is one of the world's top online travel agents operating leading brands in the US and abroad.

Information Architect

Work with a cross-functional team throughout the lifecycle. Improve the customer experience by working with product leaders, visual designers, and software developers to introduce new and enhanced product functionality. Enable project team to define requirements, scope and timelines by producing product concepts and page flows in Visio. Lead stakeholder interviews and utilize customer and market research to formulate design strategy. Refine and iterate designs incorporating customer feedback and testing throughout the product lifecycle. Document UI requirements in detailed functional specifications. Work with team to ensure product is delivered according to spec.

- Coordinated eye tracking study to gain insight into improving the user interface and user experience.
- Created original concepts to display guest reviews using Rich Internet Application (RIA) techniques.
- Lead Interaction Designer to overhaul UI for sister company RatesToGo that operates in multiple markets and languages. Conducted stakeholder interviews and produced original concepts using RIA techniques. Observed usability tests and provided recommendations to refine and further improve the design.
- Conducted competitive and heuristic analysis for Dynamic Packaging market for sister company NeatTravel that operates its white label product for top brands such as Yahoo!, United, and AAA.
- Lead Interaction Designer to redesign the Hotel shopping process. Created original concepts to enhance the user's ability to comparison shop hotels and view content utilizing RIA techniques.

TravelCLICK – Boulder, CO

May 05 – Jan 06

TravelCLICK is a leading hotel b2b software solutions provider enabling hoteliers to maximize profitability from electronic channels.

Information Architect / Software Designer

Worked closely with business stakeholders, project management, developers and QA to ensure smooth delivery of effective solutions. Worked with offshore groups and business leaders located remotely.

- Conducted stakeholder interviews and refined requirements. Produced HTML prototypes to demonstrate functional design and obtain stakeholder approval.
- Created original concepts and produced detailed specifications for a content scraping, data management, and content publishing application.
- Analyzed business workflow and process to add new features to the corporate intranet.

Cheap Tickets – Denver, CO

Aug 01 – Apr 05

Cheap Tickets is the world's fourth largest online travel agency with over \$1 billion in annual revenue and 8 thousand daily transactions.

Senior Information Architect
Information Architect

2005 - 2005
2002 - 2005

Associate Information Architect**2001 - 2002**

Worked closely with cross-functional team to design, test, develop, and improve web site functionality and user experience. Designed and built prototypes using wire frames and HTML. Conducted and observed usability tests to validate requirements and design decisions. Recommended usability enhancements and worked with team to implement.

- Created use case model, page flows, and concepts to overhaul the shopping checkout process to coincide with a re-branding marketing campaign. Increased purchase conversion rate by 40%.
- Produced competitive analysis document on the online travel industry in order increase conversion by gaining quick insight into improving the UI and user experience.
- Lead IA to create a new process and application to create, manage, and publish content.
- <http://www.cheaptickets.com>

User Experience Design – Boulder, CO**1994 – Feb 06**

User Experience Design is my personal UX consulting business. I have freelanced since 1994 and incorporated User Experience Design, LLC in 2005. www.userexperiencedesign.com

Principal

Conducted stakeholder interviews. Identified requirements, established IA and creative standards, and published functional specs. Developed and implemented online marketing and merchandising plans. Produced original content including interviews, photography, and digital video. Wrote copy for monthly email newsletter. Consulted in business development and strategy for Grammy Award winning artists.

- Clients include: www.bobmarley.com, www.damianmarleymusic.com, www.ghettoyouths.com

Island Outpost – Remotely from New York, NY**1999 – 2000**

Island Outpost is a luxury boutique resort management and marketing company.

Webmaster and Director of Internet Marketing

- Conducted stakeholder interviews to create and manage web sites.
- Implemented a booking engine offering real-time availability, pricing, and reservations.
- Analyzed business proposals, distribution and marketing opportunities.

Island Trading - New York, NY**1996 – 1999**

Island Trading is a holding company providing business and Internet marketing services to its assets in the film, music, publishing, retail, hospitality, and health care industries.

Director of Web Development

- Created business models and plans to lead company's online strategy.
- Managed every aspect of day-to-day operations for online retail operation.
- Analyzed business proposals and partner opportunities.

EDUCATION

- Bachelor of Science, Marketing – New York University
- Certified Usability Analyst Professional by Human Factors International, Dec. 2004
- User Interface Engineering (2004) – Adv. Design and Usability Techniques Seminar
- Human Factors International Courses (2004) - The Science and Art of Effective Web and Application Design; Practical Usability Testing; User-Centered Analysis and Conceptual Design; and Putting Research Into Practice.

SPECIAL SKILLS

Proficient in Microsoft Visio, Word, Excel, PowerPoint, Microsoft Project, Macromedia Dreamweaver, Adobe Photo Shop, CSS and HTML. Abreast of the latest trends in usability principles, IA best practices, search engine optimization, accessibility and browser compatibility issues. Experience with Flash 5 and JavaScript.