

# Nayeon Kim

Product Designer

Based in San Francisco, CA

(512) 560-7022  
[hellonaykim@gmail.com](mailto:hellonaykim@gmail.com)  
[www.hellonayeon.com](http://www.hellonayeon.com)

## EXPERIENCE

### **Lyft, Rider App — Product Designer**

SAN FRANCISCO, CA | MAR 2020 - MAY 2023

Led designs for evolving Lyft's Rider app to make personalized recommendations, revamping home architecture and ride hailing flows - contributing to millions in annualized revenue from rideshare bookings.

Worked on Consumer Platform, shipping system-wide component updates such as dark mode, menu navigation, WCAG a11y standards, new map car assets.

Led Design Mentorship Program across 100+ person Design Org, fostering growth & community.

### **Samsung Design — Product Designer**

SAN FRANCISCO, CA | JAN 2019 - FEB 2020

Designed and prototyped Camera and Gallery app experiences for Samsung's Flagship S20 Galaxy phone. Facilitated workshops with key stakeholders and EVPs across SF and Seoul, driving ideation, concept development, and strategy.

### **Instagram, Live Video & Video Calling — Mobile Engineer**

MENLO PARK, CA | JUN - AUG 2015, AUG 2016 - DEC 2018

Built and shipped globally core features of Instagram Live and Video Calling as a 0 to 1 product. Drove experimentation, and supported a growing product domain and engineering team. Built and shipped multi-video clip stitching and editing in the Instagram Video uploading flow.

Mentored new engineers in Facebook's bootcamp program.

## EDUCATION

### **Massachusetts Institute of Technology (MIT)**

S.B. Computer Science

JUNE 2016

Relevant Coursework: Artificial Intelligence, Mobile App Design, UI Design, Designing Interactions, Advanced Algorithms, Computational Structures, Computational Photography

## SKILLS

Visual & interaction design  
User research (UXR)  
Rapid prototyping  
Product thinking  
Accessible design  
Front end development  
Experimentation

## PROJECTS

### **Pomello (YC W15)**

*Web UX Engineer*

Designed and shipped customer-facing landing pages in under a month.

### **J.P. Morgan Code for Good Hackathon 2014**

*2nd Place*

## INTERESTS

Ceramics  
Digital illustrations  
Language learning  
Mentorship