



# DOUGLAS KIM



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**Northwestern University**  
Evanston, IL

MS, Communication Systems  
Strategy & Management

**University of Illinois  
at Urbana-Champaign**  
Urbana, IL

BFA, Industrial Design



UX Certified Expert  
by NN/g UX Certification

Leadership Excellence and  
Advancement Program (LEAP)

## I AM

- › a passionate, creative and UX leader with a strong background in human-centered design methodology.
- › exceptionally well-versed in delivering designs that meet business goals and technical requirements while creating a compelling user experience to improve customer acquisition, brand loyalty and customer retention.
- › an expert in gathering, analyzing and defining creative and business requirements; leading data-driven research, analytics and user testing; and designing/re-engineering information architecture for optimal user experience.
- › recognized for a collaborative approach to design, and an ability to interpret and transform concepts into tangible products.

## CORE SKILLS

Agile Design Process, Analytics, Art Direction, Creative Direction, Leadership, Marketing Strategy, Mobile-First Approach, Information Architecture, Project Management, Responsive Design, Strategic Planning, Usability Testing, UX/UI, Web & Print Design

## EXPERIENCE

**Cancer Treatment Centers of America** // Boca Raton, FL  
Manager of Creative and UX // 2007 - Present

Lead the creative direction and create a best-in-class user experience based on customer research, marketing analytics, UX principles and best practices, for cancercenter.com: the #1 most-visited cancer hospital and #5 most-visited hospital website in the U.S. with over 3 MM monthly visitors and 7.5 MM monthly page views in 2018. Led a 16% increase in conversion of web visitors to treated patients and a 39% increase in the CTA completion rate, resulting in an annualized impact of \$22 MM in revenue, by simplifying and streamlining patient acquisition flow.

- › Develop creative, from concept to execution, and align creative strategies in line with the business goals.
- › Research and identify new opportunities for customer acquisition.
- › Decrease bounce rate and increase content consumption by creating responsive, streamlined and patient-centric experiences.
- › Conceptualize and design engaging experiences to educate cancer patients and caregivers about cancer information and treatment options.
- › Develop creative for multiple devices, platforms and screen sizes to provide optimal usability and user experience.
- › Collaborate with cross-functional departments for successful execution of creative strategies.
- › Implement agile design methodology.
- › Facilitate and lead brainstorming and ideation sessions.
- › Conduct A/B testing, MVT and user testing.
- › Prototype interactive mockups.
- › Oversee implementation and QA of final products.
- › Execute continuous optimization through iterative design process.
- › Work with external consulting and digital agencies to develop online campaigns and promotions.

- › Manage and mentor designers to drive alignment with creative and brand principles.
- › Establish company-wide brand identity, creative guidelines, design library, style guides and brand standards.

**Marks & Whetstone** // Itasca, IL  
Senior Interactive Designer // 2007

- › Provided design, development, and web analytics services to the Alexian Brothers Hospital Network (ABHN).
- › Created accessibility- and usability-centered websites and applications for Alexian Sleep Center, Alexian Weight Solutions, Center for Prevention & Early Detection, and Bonaventure Medical Group.
- › Implemented SEO best practices.
- › Managed and coordinated a new CRM implementation project and Health Risk Assessment tools to drive new marketing strategies.
- › Worked with the CRM vendor to coordinate data migration process across departments.
- › Created an organization-wide marketing strategy for ABHN.
- › Analyzed existing doctor and comp data using database, and created reports and DMA maps based on database output.

**Northwestern University** // Evanston, IL  
Senior Web Designer // 2001 - 2007

- › Designed and maintained Northwestern University's main website.
- › Planned and managed complete site redesign projects for departments and organizations including: Northwestern University IT, Human Resources, University Relations, University Police, Student Affairs group, among others.
- › Developed project proposals, information architecture, design templates and UI for the Northwestern Medical School, Dining Services, Health Service, School of Education and Social Policy, The Graduate School, School of Music, Department of Athletics and Recreation, among others.
- › Conducted usability testing on new and existing websites, and presented optimization strategies.
- › Worked on more than 30 website design and development projects of varying degrees of complexity.

**Design Phase** // Northbrook, IL  
Industrial Designer // 2000 - 2001

- › Designed product concepts and 3D rendering.
- › Created 2D and 3D engineering models and prototypes for clients such as LEGO, Microsoft and Toys "R" Us.
- › Oversaw development and production of final products.

**dkChicago** // Streamwood, IL  
Founder, Designer, Developer // 2000 - 2011

- › Storyboarded, designed, developed and published mobile games on iPad and iPhone Apple App Store.
- › Designed, coded and published Blackberry apps for Mobihand and Blackberry Marketplace.
- › Created visual and audio assets for mobile apps.
- › Led various web design and development.