

Avigail Kim

Vancouver, Canada

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Senior Product Design | UX Strategy | Design Systems

Product Designer with 10+ years of experience designing digital experiences across products, platforms, and brands, with a focus on 0-to-1 product development, AI-native experiences, and complex multi-sided platforms.

Experienced in taking ambiguous problems from product strategy and UX research through interaction design, design systems, prototyping, and developer handoff. Strong at simplifying complex workflows into clear, scalable experiences across web and mobile.

Recent work includes building AI-powered celebration and planning experiences, leading product design for a sports platform, and rapidly prototyping and shipping products with Figma, Lovable, Claude, and modern web technologies.

CAKELY Founder & Product Designer

Mar 2025 – Present, Vancouver, Canada

AI-native celebration platform helping people create personalized event pages, invitations, and planning experiences.

- Lead product strategy and end-to-end design for an AI-native celebration and gifting platform.
- Designed experiences across event creation, invitations, discovery, gifting, memories, and AI-powered planning.
- Designed AI-powered Wedding, Birthday, and Celebration planners.
- Developed reusable components and scalable product patterns across the platform.
- Use Figma and AI-assisted development tools to rapidly prototype, test, and iterate product concepts.
- Collaborate directly with engineering using React, Supabase, Git, and AI coding tools.
- Balance customer needs, business goals, technical constraints, and monetization opportunities

PAGE S' CREATIVE LTD. /Product, Brand & Growth Designer

Mar 2025 – Present, Vancouver, Canada

Vancouver-based creative studio helping small businesses and emerging brands build digital experiences, visual identities, and growth-focused brand systems.

- Design digital products and customer experiences across product, brand, and growth.
- Translate business and customer needs into product strategies, user flows, and interface systems.
- Create prototypes and high-fidelity designs in Figma.
- Use AI-assisted workflows to accelerate exploration, prototyping, and iteration.
- Work independently across ambiguous product and business problems.

Avigail Kim Studio Independent Product Designer / AI Builder

Mar 2025 – Present, Vancouver, Canada

Independent product design practice focused on AI-native products, rapid prototyping, and digital experiences from concept to launch.

- Lead end-to-end product strategy and UX design for Cakely, an AI-powered social gifting platform, from concept to MVP.
- Support Pages, a company connecting influencers and brands, as a freelance Marketing & Web Designer, designing its website and gaining firsthand experience in the creator economy and multi-sided platforms.
- Apply systems thinking to create clear user journeys and scalable digital experiences.

Townty Sports Inc. Product Designer

Apr 2020 – Mar 2025, Vancouver, Canada

Vancouver-based sports technology company building a platform that connects players, teams, venues, and sports communities.

- Led end-to-end product design as the solo Product Designer across web and mobile.
- Framed customer problems and translated research, business goals, and product requirements into scalable solutions.
- Designed complex experiences connecting players, teams, venues, and administrators.
- Conducted user research and usability testing to validate concepts and inform product decisions.
- Created user flows, interaction models, prototypes, and high-fidelity designs in Figma.
- Built and maintained design systems, reusable components, and design documentation.
- Collaborated with Product and Engineering from discovery through implementation and developer handoff.
- Facilitated cross-functional alignment in a fast-paced agile environment.

Amorepacific UX & Content Designer

Dec 2016 – Oct 2019, Seoul, South Korea

Global Korean beauty company operating leading skincare and cosmetics brands, including Sulwhasoo, Laneige, and Innisfree.

- Designed mobile retail experiences for a major beauty brand.
- Translated customer and business requirements into user flows and interaction designs.
- Collaborated with product, marketing, and development teams.
- Conducted UX analysis and design validation to improve customer journeys.
- Created reusable interface patterns for consistent digital experiences.

Nongsim Megamart Junior Graphic & Web Designer

Major Korean grocery retailer operated by Nongshim, serving customers through large-format stores and digital shopping experiences.

Mar 2015 – Mar 2016, Seoul, South Korea

- Designed digital experiences for e-commerce and promotional platforms.
- Increased click-through rates by 25% through user-centered design improvements.

Skills Product Strategy · UX Research · Interaction Design · UI Design · Information Architecture · User Flows · Prototyping · Usability Testing · Design Systems · Journey Mapping · Experience Mapping · Service Design · Design Documentation · Accessibility · Multi-platform Experiences · Cross-functional Collaboration · Stakeholder Management · Facilitation · Agile · Product Discovery · Developer Handoff · Figma · Claude Code · ChatGPT · Gemini · Lovable · Git

Education **Hongik University** B.A. in Digital Media Design 2013-2015
Dongyang Mirae University A.A. in Visual Design 2011-2013

Awards **Recipient of 5 Design Awards**, including the **HCI Korea Excellence Award** 2014

Languages **English** Fluent **Korean** Native

