



Brian Kwon

Product Designer

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PROFESSIONAL EXPERIENCE

- PRODUCT DESIGNER**
 CIBC
 Toronto, ON | 12/2021 - Present
 Directed and executed a series of initiatives at CIBC, focusing on enhancing the Virtual Assistant and elevating the client-facing experience in other areas of the bank.
 Pioneered innovative component design to address critical challenges, delivering strategic solutions within CIBC.
 Fostered a culture of continuous improvement by actively participating in various team roles, including QA and analytics, to expedite project timelines.
 Provided mentorship and constructive feedback to onboarded designers, contributing to a collaborative and growth-oriented work environment.
- UI/UX Designer**
 Sloika
 Toronto, ON | 08/2021 - 11/2021
 Effectively initiated the MVP for a curated photography NFT marketplace, resulting in the acquisition of \$2 million in Series A capital, propelling Sloika towards its Series B fundraising efforts.
 Structured user flows and initiated designs for a photography NFT marketplace with minimal direction.
 Determined the timeline necessary for a successful MVP launch. Implemented a design system to enhance collaboration between designers and developers.

SKILLS

UX Design	Product Thinking
Visual Design	Design Thinking
UX Research	Microanimations
Design System	Business Case Needs
Photography	Time Management
Digital Marketing	Project Management
Data Analytics	WCAG 2.1 Accessibility

EDUCATION

- Bachelor of Design (Graphic Design & Photography)**
 OCAD University
 Toronto, ON | 2016 - 2021
- Bachelor of Design Visual Communications Design**
 Alberta University of the Arts
 Calgary, AB | 2015 - 2016

PROJECTS

- LEAD PRODUCT DESIGNER**
 CIBC - Virtual Assistant
 Made executive design decisions within CIBC's Virtual Assistant team.
 Worked closely with the BSA and POs to construct timelines and aligned prioritizations.
 Collaborated with mobile-native developers to bring omni-channel experience while aligning closely to the native experience for different operating systems.
- DESIGN SYSTEM DESIGNER**
 CIBC - TRUE NORTH DESIGN SYSTEM
 Led the research of design token applications within a scalable design system.
 Defined the naming convention for CIBC's design components.
 Translated design system into JSON packaged variable definitions for developers.
- UX/UI DESIGNER**
 CIBC - UID KIT
 Designed a centralized user interface document to combat the user pain points and created a global template for all UX designers to reference.
 Interviewed other end-users within the company such as product owners, business analysts, and developers to understand their pain points.

TOOLS

Figma	Photoshop	HTML
Sketch	Illustrator	CSS
Adobe XD	Lightroom	Javascript