

# JINSOO KIM

Product Designer

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jinsookim.co

UCLA Cognitive Science student applying behavioral research principles to product design. Experienced in user research, behavioral observation, and stakeholder coordination across athletic, military, and construction contexts. Designed Aika, a longevity health app, end-to-end from research through interactive prototype.

## EDUCATION —

### University of California, Los Angeles

B.S. in Cognitive Science

Sep 2025 - Present

Relevant coursework: Intro to Cognitive Science, Psychological Statistics, Research Methods in Psychology, Sensation & Perception, Social Psychology

### Berkeley City College

Transfer Program

2021 - 2023

## EXPERIENCE —

### Aika | Product Designer (End-to-End)

Jan - Mar 2026

Designed Aika, a longevity health app, end-to-end in 6 weeks. Conducted concept surveys (5 participants) and in-depth interviews (3 participants) to uncover why people abandon health habits. Synthesized findings into 9 core features grounded in behavioral science. Built interactive Figma prototype and published a full case study at jinsookim.co.

### Construction Operations Assistant

Apr - Sep 2025

Worked alongside field crews in a construction firm for 5 months. Observed daily operations firsthand, identified recurring communication breakdowns between management and on-site workers, and proposed process changes that reduced misalignment during project handoffs.

### Republic of Korea Army | Squad Leader

Oct 2023 - Apr 2025

Led a squad through basic training, coordinating between instructors and soldiers. Managed daily operations, resolved interpersonal conflicts, and maintained team cohesion under high-pressure constraints. Team ranked among top performers in evaluations.

### Student Athletic Program Lead

2020 - 2021

Led 15+ student athletes preparing for university admissions across two consecutive programs. Designed warm-up protocols, facilitated daily check-ins, and served as liaison between coaching staff and students. Managed individual conditioning needs and communicated progress to stakeholders.

### Baseball Analytics Recorder | Haneuro Program

2019

Tracked performance metrics, play styles, and engagement for 20+ athletes across inter-school competitions. Identified individual behavioral patterns and conditioning trends that directly informed coaching decisions.

## VOLUNTEERING —

### Behavioral Observation Volunteer | Nursing Home

2016

Assisted non-verbal elderly residents with daily care. Developed empathy-driven communication by observing behavioral patterns and emotional cues, enabling trust-building with residents who could not communicate verbally.

### Coal Delivery Volunteer | Guryong Village, Seoul

2016

Delivered heating supplies to underserved residents in one of Seoul's last informal settlements, adjacent to the affluent Gangnam district. Gained firsthand understanding of socioeconomic disparity and invisible user contexts.

## SKILLS —

### Tools

Figma, Miro, HTML/CSS

### Design

User Research, User Interviews,  
Wireframing, Prototyping,  
Behavioral Analysis

### Languages

