MARIEL HAN

Senior Product Designer

CONTACT

Mariel Han (Kim)
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214-422-9528
SF Bay Area

EXPERIENCE

Collective Health

Senior Product Designer

July 2022 - Present | 1.5 years | San Francisco

- Conducted usability testing with customer service stakeholders to gather feedback and key pain points of existing enterprise software.
- Moderated card sorts with consumers to gather feedback to iterate and improve designs and information architecture of the health benefit organization of our product.
- Presented UX research insights to the CTO, customer service leads, and product leads to inform 2024 roadmap initiative planning.
- Collaborated on a weekly basis with product managers, engineers, and subject matter experts to ensure alignment with business goals and user needs for a redesign of consumer-facing health coverage pages.

Product Designer II

April 2021 - July 2022 | 1.5 years | San Francisco

- Designed, usability tested, and launched 0 to 1 features for the eligibility operations team and financial management & payments team, in order to reduce operational reliance on engineering support.
- Lead and documented weekly working sessions with product managers, engineers, and delegated subject matter experts to iterate on designs and plan for deliverable batches of work.
- Planned quarterly team-bonding events for the product design team (~14 total designers, writers, and researchers).

Evoke Giant

UI/UX Designer

February 2020 - April 2021 | 1 year | San Francisco

Designed pharmaceutical websites for clients. Collaborated daily with copy, studio art, editorial, account, and engineering teams. Presented design explorations, wireframes, and full designs in biweekly client-facing meetings.

Freelance Clients

UX & Visual Designer

Designed responsive websites, iOS app UI, branding assets (logo, color palette, fonts, illustrations, animations), marketing and social media assets (static content and animations), and event planning assets for various freelance clients.

Cyral | UX Designer
February 2020 - April 2021 | 1 year | Redwood City

Froglabs | UX Designer
November 2019 - March 2020 | 5 months | San Francisco

IndyHub | UX Designer
October 2019 | 1 month | Remote

Almaday | UX Designer
August 2019 - October 2019 | 3 months | Palo Alto

Good Farm | Visual Designer
June 2019 | 1 month | Remote

Dinner Bandits | Visual Designer + Event Assistant
September 2014 - May 2016 | 2 years | New York City

Frances&Keith and Melissa&Shawn | Visual Designer, Wedding Assets
August 2014 - August 2015 | 1 year | Remote

EDUCATION

General Assembly

San Francisco
User Experience Design Immersive
Class of April 2019

Barnard College

Columbia University
B.A. in Computer Science
Class of 2016

PORTFOLIO

marielkim.com
marielhan.com
Password provided upon request

INTERESTS

Fiber arts (knitting, crochet)
Sewing
Event planning
Handlettering / Calligraphy