

Hyun Kim

Product Designer

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Toast

Senior Product Designer 2022-2026

- Led design on the POS ordering workflow — the primary server-facing tool for managing the end-to-end guest ordering experience for 160k restaurants.
- Launched new products and features to expand Toast into café/bakery and drive-thru verticals, enabling Toast to close deals with major enterprise brands and grow the platform's addressable market.
- Led a cross functional team of engineers, designers, and writers to find and close gaps in the POS design system increasing component reuse, platform consistency, and design output.
- Board member of Tapioca, Toast's AAPI employee resource group — led sourcing and facilitation of restaurant guest speakers, connecting the employee community directly to Toast's customer base.

Kaiser Permanente

Senior UX Designer 2019-2022

- Led redesign for the Medicare and Individual / Family plan education, shopping, and application experience on kp.org serving ~13 million members plus prospects.
- Core member of a pilot design sprint program collaborating with product, marketing, ADA, and executive sponsors to drive innovation within legacy development teams.
- Collaborated with the design system team and ADA to introduce new components and patterns to the design system.

Faraday Future

Product UX Designer 2018-2019

- Designed in-dash audio and navigation interactions for the FF01 flagship EV within NHTSA safety compliance constraints, prioritizing glanceability and legibility under real driving conditions.
- Owned design for the companion phone app and vehicle key-fob, extending the FF01 experience beyond the dashboard.

HYFN

Product Designer 2017-2018

- Closed feature gaps to bring HYFN8, an internally used social media management tools, to market as a SAAS product
- Designer and researcher for 0-to-1 product offering SoapBox, an influencer marketing tool.
- Built reusable components and patterns for the Dash web product design system.

Soundcloud

Product Designer 2017

- Redesigned app onboarding flow to capture demographic data and improve content personalization.
- Migrated existing screens and components to a newer more robust design system.

University of Washington

Master of Human-Computer Interaction + Design 2016

University of Pennsylvania

BA Digital Media Design, minor in Fine Arts 2008