

Josephine Kim

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Education

Cornell University College of Arts and Sciences (Dean's List) **December 2026**
B.A. in Information Science, Concentrations in UX, Interactive Tech, Data Science, Minor in Business Ithaca, NY
Activities and Societies: Women in Computing at Cornell (WICC), Cornell Society for Women in Business (SWIB), Underrepresented Minorities in Computing at Cornell (URMC), Girls Who Code, Grace Hopper Celebration of Women in Computing (GHC), Haven at Cornell (LGBTQ+ Student Union), Amazon's Women of the World Member

Experience

Fiserv **June 2026 – August 2026**
Product Design Intern Berkeley Heights, NJ

- Led the redesign of AppMarket onboarding, validation, and purchasing workflows for fintech partners nationwide
- Defined pricing strategy, information architecture, and product packaging models to support marketplace growth
- Collaborated with product and design stakeholders to translate key feedback into implementation-ready solutions

The Walt Disney Company **January 2026 – June 2026**
Data Analytics Intern Glendale, CA

- Executed ad-hoc data retrieval and engineered KPI reports across a portfolio of 8 major regional media markets
- Deployed automated dashboards and reporting to synthesize complex data into actionable executive-level insights
- Audited, validated, and maintained historical third-party datasets while creating detailed technical documentation

Cornell Bowers College of Computing & Information Science **August 2025 – Present**
Teaching Assistant (INFO 4430) Ithaca, NY

- Facilitated weekly discussion sections of 15 students, leading activities on collaboration, AI, and conflict resolution
- Graded 20+ learning logs with rubric evaluation and provided actionable feedback to strengthen critical thinking
- Aligned instruction in weekly TA meetings and supported students via office hours and individualized coaching

Ferrara **May 2025 – August 2025**
Data Analyst Intern (Team: BI & Analytics) Chicago, IL

- Extracted and transformed large datasets from SAP HANA and modeled data for operational KPIs in Power BI
- Built interactive dashboards with drilldowns and visualizations to deliver actionable insights for executive teams
- Collaborated with manager, mentor, and BI team in weekly standups and brainstorming sessions to align on data solutions

Cornell University College of Human Ecology (ACLAB) **June 2024 – August 2024**
Product Designer Ithaca, NY

- Performed market research for emBODY, identifying key features for a design projected to support 10,000+ users
- Developed low- to mid-fidelity wireframes in Figma, reducing user interaction steps by 40%, enhancing efficiency
- Collaborated closely with product manager and designers to refine concepts and ensure seamless implementation

Cornell University Sustainable Design (CUSD) **January 2024 – Present**
UX Product Manager (Sustainable Mobility: Shelter Technical Subteam) Ithaca, NY

- Conducted 40+ user interviews and surveys to enhance bus shelter lighting communications, improving experience
- Applied data to develop adaptive lighting that changed with proximity, boosting visibility for 1,000+ passengers
- Facilitated collaboration with engineers to integrate sustainable technologies, aiming to reduce energy use by 20%

Projects

Cornell AI Advisor | *Lovable, Vibe Coding, Qualitative & Quantitative User Research, Prototyping* **Fall 2025**
• Prototyped a RAG-based AI chatbot and evaluated outputs against curated datasets to improve retrieval accuracy

Tastebuds | *Figma, Qualitative & Quantitative User Research, Prototyping* **Fall 2025**
• Developed Tastebuds, a quiz-based app to streamline group dining decisions and promote Ithaca local restaurants

Viewpoint Vault | *Qualitative & Quantitative User Research, Figma, Prototyping* **Spring 2025**
• Conducted user research (interviews, diary study, ethnography) on Cornell echo chambers and designed prototype

Emotion in Motion (Spotify Product Design Case Study) | *Figma, User Research, Prototyping* **Fall 2024**
• Designed and tested a mood-based feature for Spotify to improve real-time recommendations and user experience

Cineflix | *Github, HTML, CSS, PHP, SQL* **Spring 2024**
• Designed and developed admin interface of a movie catalog website for easy navigation and database management

Additional Information

Skills: Figma Make, Information Architecture, Design Systems, A/B Testing, Product Strategy, Excel, Tableau, Adobe Analytics, Snowflake, SQL, Python, R, JavaScript, Jira, Agile Methodologies, Qualtrics, SurveyMonkey, Miro