JK

Jason Kim

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Skills

Strategic Thinking
Systems Design
Interaction Design
Visual Design
Prototyping
Mentorship

Parsons School of Design

M.F.A Design & Technology
Honorary Graduate

KAIST

B.S Industrial Design
Outstanding Scholarship

Instagram

Oct 2016 → Current

Design Lead

Reels

- Founding member for Instagram Reels, a new way for people to discover and create entertaining, short form videos. Partnered closely with product, data, and research to present vision and define a clear strategy and roadmap. Reels has since become one of Instagram / Meta's top priorities.
- At the forefront in the global launch of Reels, working to align various partnering teams and collaborating with a team of 15+ engineers to design and deliver 20+ features that were integrated throughout the Instagram app, including a new camera with creative tools and a new, comprehensive video ecosystem across Instagram Home, Explore, Direct, and Profile.
- Contributed to the growth of the team from a small group of cross-functional leads to a dedicated organization by providing knowledge transfer and design mentorship. Facilitated connections between different teams on new initiatives, promoting collaboration and improving efficiency.

Music on Stories

- Design lead instrumental in defining, launching, and scaling Instagram's first music product. Music and Lyrics on Stories has provided a new outlet for creative expression and has gained widespread adoption globally. It has become one of Instagram / Meta's most successful music products to date.
- Helped pioneer and establish a collaborative working model between internal and external product and legal teams, including Meta's Sound Platform and Business Development team, in order to successfully deliver compelling music products that are music-rights compliant.

Business

- Led the design of various features aimed at connecting people and businesses, including Instagram's in-app browser, feed ads, political ads, shop-able ads, and Stories ads.
- Proactively developed and scaled an in-app survey design system that was used to gather user sentiment and feedback on Instagram ads. This system provided valuable signal on how to improve ad delivery.

Microsoft

Aug 2013 → Sep 2016

User Experience Designer

Office

- iOS design lead for Microsoft Hub Keyboard, a mobile phone keyboard enabling people to access documents, contacts, and clipboard without having to leave their current app. Partnered with research to test multiple iterations through advanced prototyping and collaborated closely with engineering to successfully launch the app within a tight deadline.

Experience Design

- Member of an internal incubation team tasked with exploring services and applications that envision the future of productivity. Many of the concepts were designed, prototyped, and built for user testing and were later integrated into Microsoft Office as features.

More

Mesh Korea · Freelance UX Designer   Aug 2015

- Designed an end-to-end responsive website for Mesh Prime, a quick delivery service in South Korea. Responsibilities included information architecture, interaction design, and visual design. Worked with an engineering team in South Korea to build and launch the website.

LG Mobile · UX Design Intern   Feb 2008

- Ideated, sketched, and printed 3D models of a new mobile phone concept with a dual touch screen, which unlocked innovative productivity and entertainment experiences. The concept was presented to LG Mobile leadership and was featured on multiple design websites.

MTV Motorola Internship · Reality TV Show Participant   Aug 2007

- Selected as 1 of 10 designers to participate in a reality TV show in South Korea. Chosen as a team leader by the judges and reached the semi finals after delivering on multiple rounds of design exercises that included creating hardware and software mobile phone concepts anchored on user research and designing marketing campaigns for Motorola's flagship Razr phone.