

Benjamin Kim

Senior Product Designer | Product Strategy | Research

Senior product designer with 10+ years of experience turning complex products and workflows into clear, useful experiences across healthcare, insurance, expert networks, and consumer products. I work across research, product strategy, analytics, and design—using evidence to identify the right problems and building systems that reduce friction and automate repetitive work.

Contact

New York, NY
646 620 6406
benjikim@gmail.com

Portfolio

www.benji.kim

Education

University of Illinois Chicago

B.A., Graphic Design

Rhode Island School of Design

Typography

Expertise

Product Design
UX/UI Design
Product Strategy
User Research
Web Analytics
Prototyping
CRM Systems
Market research
Workflows

Tools

Figma
VS Code & Git
Codex & Claude Code
GA 4, Data Dog, Browser Stack
Xcode
Hotjar
BrowserStack

Industries

Financial Services
Healthcare
Life Sciences
Insurance
Ecommerce
Travel

Experience

Soventure & InsureMyTrip / Travel Insurance Aggregator

Aug 2022 - Aug 2026

Senior UX Designer (Product Design)

- Led product design for the consumer travel-insurance marketplace, spanning discovery, quoting, comparison and purchase.
- Combined customer research and GA4 funnel analysis to identify coverage uncertainty, abandonment points and opportunities to reduce friction.
- Investigated quote-flow performance and translated behavioral, qualitative and competitive evidence into prioritized product improvements.

FirstThought / Healthcare & Life Sciences Expert Network

Jul 2019 - Feb 2022

Co-Founder / Product Design & Manager

- Designed the core research-management platform around a machine-learning sourcing engine, reducing research workflows from several days to a few hours for a 25-person analyst team.
- Built the roadmap around automating repetitive researcher work: CRM, sourcing/contact enrichment, email workflows through Microsoft Power Automate, and Twilio-powered SMS outreach.
- Introduced SMS outreach that contributed to approximately 1.5x higher response rates; designed screening workflows used to vet 7,500+ expert candidates annually while supporting compliance.
- Owned product strategy, research, UX/UI, prototyping, implementation and iteration, plus the company's public website and engagement analytics.

Cureatr / Medication Management Technology & Services

Feb 2016 - May 2019

Senior UX Designer

- Designed and prototyped medication-reconciliation workflows for physicians and pharmacists, including clinical timelines and tools to surface medication gaps and potential overdose risk.
- Created a medical staff messaging product; platform was used across 20+ hospital systems nationwide.

Quality Reviews / Real-Time Patient Feedback

Apr 2014 - Dec 2015

Head of Product Design

- Led design of patient-facing mobile feedback and provider dashboards used to monitor and improve the patient experience.
- Helped scale the product to 21M patients and 10 of the top 35 U.S. healthcare providers.

Axial / M&A & Capital-Raising Marketplace

Nov 2011 - Apr 2014

Lead UX Designer / Product Development

- Led UX and visual design for a marketplace supporting middle-market capital raising and M&A workflows.
- Managed collaboration between design and front-end engineering across a combined five-person team.

Gerson Lehman Group / Expert Network & Information Services

Feb 2008 - Nov 2011

Senior UX/UI Designer

- Designed core web products for expert-research workflows and used performance metrics to inform iterative product improvements.
- Managed and mentored two junior designers.