



JANICE GO KIM

SANTA CLARA, CALIFORNIA • hello@janicego.com • [linkedin.com/in/janicego](https://www.linkedin.com/in/janicego)

SUMMARY

Visual interactive designer with over 10 years experience, focusing on problem solving and creating high-quality designed solutions from print media to digitally interactive responsive user interfaces. Passionate self-starter, with experience collaborating with multidisciplinary teams or working as an independent contributor. Comfortable with project ambiguity, technical constraints and limitations.

EXPERIENCE

JANICE GO DESIGN

Freelance Designer, Owner

OCTOBER 2007 TO PRESENT • SANTA CLARA, CALIFORNIA

- Provide art direction, branding, logo and identity design, UI/UX design, website development, and strategical consultation services for small businesses, entrepreneurs, and organizations for clients such as 3 Marketeers, Back to Normal LLC, Chinglish Restaurant Group LLC, InnovationQ, Kuma Escape

MOBILEIRON, INC. (ACQUIRED BY IVANTI, INC. IN DECEMBER 2020)

Interactive Art Director

SEPTEMBER 2019 TO FEBRUARY 2021 • MOUNTAIN VIEW, CALIFORNIA

- Redesigned global marketing website, revamping and optimizing of CMS administrative view allowing for faster creation of pages and blog postings by 30%
- Optimized UI/UX of marketing website, prioritized conversion and site exploration using product interface and digestible content—increasing visitor's average time on homepage by 57%, decreasing bounce rate and exits by -9 and -8% since site launch
- Designed Unbounce paid campaign landing pages with visual design strategies—resulting page conversions went from 1.5% to 3.5% (an increase of 133%)
- Defined technical and experience requirements with internal team for remote developers to implement

IDAPTIVE & CENTRIFY

IDAPTIVE, LLC

Marketing Art Director

OCTOBER 2018 TO SEPTEMBER 2019 • SANTA CLARA, CALIFORNIA

- A spinout of Centrify's identity-as-a-service (IDaaS) product, launched January 2019
- Led and managed content entry and launch of marketing website (site traffic grew from zero to more than 30K visitors per month in the first 3 quarters of company formation)
- Art directed external design agency, to develop and implement corporate brand and identity, environmental installments, and website design
- Provided design and art direction with cross-functional teams for internal initiatives as part of the spinout
- Assisted VP of Marketing in managing budgets, swag & collateral, onboarding and coordinating vendor relationships, and project timelines for tradeshow, regional events, and projects

CENTRIFY, INC. (ACQUIRED BY THOMA BRAVO IN JULY 2018)

UX Web Designer & Web Producer

AUGUST 2017 TO DECEMBER 2018 • SANTA CLARA, CALIFORNIA

- Collaborated with Senior Creative Director to update and implement brand guidelines for corporate print and digital media based on website design elements for cohesive and consistent brand experience
- Designed and developed corporate branded Marketo email and landing page templates, incorporating tokens and snippets for quick campaign implementation and allow for A/B testing
- Provided event photography coverage at internal sales kick-off, and for conferences & tradeshow such as RSA Conference and SecurIT Summit

UX Web Designer (Contract Vendor)

MAY 2017 TO AUGUST 2017 • SANTA CLARA, CALIFORNIA

- Successfully launched website refresh design with 6 key pages in partnership with internal Senior Full-Stack Web Developer, strategizing and emphasizing unique cybersecurity platform product offering
- Designed and executed corporate website refresh based on predecessor's UX research findings, revised implementations based on user feedback, Google Analytics and optimization metrics
- Identified code and image optimization, site redirects and errors, incorporating responsive layouts and accessibility requirements

PROFICIENCIES

Skills

Art Direction
Branding
Brand & Design Guidelines
Color Theory
Design Systems
High Fidelity Mock-ups
Front-End Development
Iconography
Illustration
Information Architecture / IA
Interaction Design
Layout & Composition
Responsive Design
Sketching
Typography
User Experience Design / UX
User Interface Design / UI
Video Editing
Visual Design

Tools

Adobe Creative Suite (Acrobat Pro, After Effects, InDesign, Illustrator, Lightroom, Photoshop, Premier, XD)
Canon 5D Mark IV
Drupal
Git
Google Analytics
Google Suite (Docs, Forms, Sheets, Slides)
InVision
Marketo
Microsoft Office 365
Sketch
Umbraco
Unbounce
Wordpress

Code

Bootstrap
CSS / CSS3
HTML / HTML5
jQuery
PHP

AWARDS

MUSE Creative Awards

Idaptive (April 2019)

Rose Gold - Corporate Identity Promotions
Silver - Corporate Identity Brand
Silver - Corporate Identity Logos
Silver - Corporate Identity Web Design

LINKS

janicego.com
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AXWAY & APPCELERATOR

AXWAY, INC.

Senior Creative Marketing Specialist

JANUARY 2016 TO JULY 2016 • SAN JOSÉ, CALIFORNIA

- Supported global cross-functional teams with marketing collateral, designing, developing, coordinating and distributing promotional materials, printed collateral, and t-shirt designs for special events
- Maintained Appcelerator website content and supported marketing initiatives after acquisition
- Role and responsibilities remained largely the same from Appcelerator, with an addition of supporting a larger parent company

APPCCELERATOR, INC. (ACQUIRED BY AXWAY, INC. IN JANUARY 2016)

Graphic Designer

JUNE 2014 TO JANUARY 2016 • SAN JOSÉ, CALIFORNIA

- Led and project managed marketing website refresh partnering with agencies, remote developers, and internal executive stakeholders to maintain budget and meet project timelines
- Strategically designed refresh project to convert marketing website and collateral from contract-based to on-demand subscription SaaS focused product offering with emphasis on free trial conversions
- Project managed separation of free open source product with a customized design for standalone mini-site at Appcelerator.org, working alongside a freelance developer
- Collaborated with Senior Product Designer and Director of Developer Relations & Training to design and implement the University training portal landing page and gamification badges
- Managed, budgeted, and distributed promotional materials and printed collateral

KRAFTWERK DESIGN, INC.

Interactive Designer

JANUARY 2009 TO JANUARY 2014 • SAN LUIS OBISPO, CALIFORNIA

- Designed high-fidelity website concepts, email templates, social media assets, web advertisements, and provided site brand documentation for select agency clients and stakeholders
- Contributed front-end development, integrated content management systems & templates, developed responsive web layouts, maintained websites, and conducted email campaigns for various clients
- Assisted with onboarding, managing, and mentoring junior interactive design and developer interns

Junior Designer (Part-Time)

APRIL 2008 TO JANUARY 2009 • SAN LUIS OBISPO, CALIFORNIA

- Designed, developed, tested, and managed Campaign Monitor or Mailchimp email templates and campaigns for various clients
- Supported print design team by providing image manipulation, content layout and production, and preparing files & assets for print production

EDUCATION

California Polytechnic State University, San Luis Obispo

Graphic Communication, Bachelor of Science in [*Design Reproduction Technology Concentration*](#)

INTERESTS

Anime, book arts, cybersecurity, drawing, emerging technology, foosball, linguistics, letterpress, photography, ping pong, organizing, science fiction, travel, typography

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