

Mirandy Kim

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With over five years of product design experience spanning more than ten startups in Silicon Valley, Austin, and San Francisco, Mirandy brings a cross-cultural and entrepreneurial approach to design. She has driven end-to-end product launches for three fintech startups—including one in Y Combinator—and contributed to a major fintech enterprise. As a speaker at SXSW, Experience Design Summit, and Austin Design Week, she shares her expertise on design strategy and innovation. Based in Tokyo, she is seeking a bilingual design team where she can contribute her global perspective and growing Japanese fluency (JLPT N3).

Experience

Mirandy Design Studio

Product Design Consultant | Jul 2020 – Present

Strategic design partner based in Tokyo, providing hands-on design expertise to mission-driven startups. Operates an independent full-service studio delivering end-to-end design solutions—from MVP launch to ongoing product growth. Specializes in Framer, offering complete design and development of high-performing landing pages.

Client: MyDola

Product Design Consultant | 2024

Project: Conceptualized and delivered design specs for **zero to one fintech** mobile app for pitch deck to fund a service for the African diaspora and minority communities needing access to ROSCA funding.

Achievement: Delivered a complete end-to-end mobile app design specification and **interactive prototype within two weeks**, enabling the startup founder to effectively pitch the product to potential investors.

Client: TAI/Tragen (YCombinator W22)

Product Design Consultant | 2022

Project: Participated in **startup incubator program** based in Silicon Valley to **launch fintech mobile app** for investing in **mutual funds and ETFs**, and financial literacy courses.

Achievement: Integrated two Y Combinator companies to conceptualize, design, and launch a new product feature in time for **Demo Day**—a high-stakes private event where YC startups present to top investors and gain press exposure—enhancing the product’s visibility and growth potential.

Client: Chipper

UX/UI Designer | 2021

Project: Led and delivered a full redesign of the mobile app, web app, and marketing website for a **fintech startup** focused on simplifying and supporting **student loan forgiveness**.

Achievements: Updated brand guidelines and UX/UI best practices to elevate visual consistency and user experience across all digital touch points.

Design Coaching

ADPList, Product Design Mentor 2022 - Present

Chegg Skills, UX/UI Mentor 2023 - 2025

Austin Center for Design, Coaching Advisor 2022

Design Achievements

SXSW - Women Talk Design | 2024

Experience Design Summit Speaker | 2023

Irrational Labs Certificate | 2022

Austin Design Week Panelist | 2021

UXPA Austin Board of Director Events | 2021

Education

Framer Expert | 2025

The Design Course

Certified by Framer

Advanced Figma | 2024

Udemy

Certificate

Behavioral Design Bootcamp | 2022

Irrational Labs

Certificate

Designlab | 2020

UX Academy Program

UX Foundations Course

University of Connecticut | Dec 2016

B.S. in Business Administration

Finance Concentration

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Experience

NerdWallet

Senior Product Designer | Apr 2022 - Oct 2024

- Led the **end-to-end product design for the launch of NerdWallet+**, the company's first paid membership program, collaborating with cross-functional product, marketing, and engineering teams across multiple pods.
- Drove design strategy and execution for key product areas including insurance savings, rewards, and member perks, ensuring a cohesive and engaging user experience across the platform.
- Designed and delivered a new onboarding experience that improved user engagement, resulting in a **20% increase in click-through rate** and an **8% boost in activation**.
- Additionally, redesigned NerdWallet's personal finance landing pages, enhancing usability and visual hierarchy to better communicate value propositions—contributing to a **15% increase in registrations** and a **12% increase in activations**.

Product Designer | Oct 2021 – Apr 2022

- Led the end-to-end design process for Performance Marketing landing pages, running rapid A/B tests and designing for **8–10 experiments per quarter** to optimize conversion and user engagement.
- Collaborated closely with data analysts, copywriters, and engineers to generate hypotheses, analyze performance metrics, and iterate quickly based on user behavior and test outcomes.
- Partnered **cross-functionally with a team of 5+ performance marketers**, managing relationships and aligning on priorities to build and maintain a quarterly experimentation roadmap.
- Drove a culture of continuous learning by translating quantitative insights into actionable design improvements, ensuring that each test contributed to both short-term performance goals and long-term brand consistency.

RemoteCTRL Agency

UX/UI Designer | Aug 2021 – Mar 2022

Collaborated with cross-functional teams to design and launch native app and website interfaces for 6+ consumer brands such as Made In Cookware and Planoly, enhancing usability, accessibility, and brand consistency across digital platforms.