Sujin Im

Education

Bachelor in Graphic Design,
OCAD University, CA, 2010

Contact

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Languages

English - Fluent
Korean - Fluent

Profile

Senior UX/UI and Product Designer with 16+ years of experience shaping complex enterprise platforms and customer-facing digital products. Combines strategic UX thinking, refined visual craft, scalable Figma design systems, and service design to translate business complexity into intuitive workflows. Experienced across financial services, aviation, retail, media, and healthcare.

Key Skills

- Enterprise Product Design & UX Strategy
- Design Systems, Figma Libraries & UI Governance
- Complex Workflows, Information Architecture & Interaction Design
- High-Fidelity UI, Prototyping & Design-to-Development Handoff
- AI-Assisted Prototyping: IBM Bob
- Service Blueprints, Journey Mapping & Workshop Facilitation
- Accessibility, Visual Design & Cross-Functional Leadership

Work Experience

Senior UX UI Design Consultant
IBM, Canada & US | Oct 2014 - Present

Featured Project: SMBC Global Credit Risk Platform

- Owned detailed UX/UI design for complex credit-risk assessment and monitoring workflows within the SMBC enterprise web platform.
- Established Figma style guides, component patterns, and reusable libraries to support a cohesive, scalable interface across modules.
- Translated intricate business requirements into clear information architecture, data-intensive screens, forms, tables, and navigation.
- Used IBM Bob AI to build functional prototypes from design concepts, accelerating exploration and stakeholder feedback.
- Partnered with business teams and engineers to resolve usability issues, refine interactions, and support implementation.

Additional IBM Experience

- Directed end-to-end design activities, from discovery, journey flows, and wireframes to production-ready UI specifications.
- Designed airline passenger and crew products, including rebooking, seat maps, inflight services, and crew roster workflows.
- Collaborated with multidisciplinary teams, provided design direction, and mentored designers on UX and visual quality.

Featured Project: Canada Post (CP) - Service Design

- Mapped end-to-end customer journeys to connect customer needs, channels, and key service moments.
- Created service blueprints showing frontstage interactions, backstage processes, and cross-team handoffs.
- Facilitated collaborative workshops to surface friction points, align stakeholders, and define service improvement opportunities.

Senior UX UI Designer

Pivotal Labs, Canada | Oct 2013 - Oct 2014

- Led UX strategy and product interface design for complex client engagements, from concept to delivery.
- Facilitated discovery and ideation workshops to align user needs, product goals, and interaction direction.
- Defined personas, experience maps, user flows, wireframes, polished UI, and cross-platform design guidelines.
- Partnered with engineering teams to ensure design feasibility and consistent implementation.

UX UI Designer

Xtreme Labs Inc. (Acquired by Pivotal), Canada | Nov 2010 - Oct 2013

- Designed consumer and enterprise experiences across web and emerging mobile platforms.
- Produced user flows, wireframes, interactive prototypes, and visual design systems for delivery.
- Collaborated with clients and developers to clarify problems and translate concepts into usable interfaces.

Education

OCAD University (2006 - 2010)

Bachelor's degree, Graphic Design