



Christina Kim

SENIOR PRODUCT DESIGNER

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Profile

I design **AI tools for creative people**, drawing on 10 years of product design experience. At Descript, I turn emerging AI capabilities into intuitive workflows that keep people in control.

Experience

Descript · Senior Product Designer

Jan 2025 – Present · San Francisco

- Lead design for script-based editing on Descript's Narrative Editing team, spanning audio & video generation, voice, dubbing, lip-sync, translations, and recording.
- Launched Regenerate with Descript's AI research team, growing video revenue by 212% and usage by 887%.
- Defined product models and interaction patterns across voices, avatars, and reusable characters, making generative workflows easier to understand and control.
- Independently identify product opportunities, use AI to build functional prototypes, and test with users to shape the team's roadmap and give engineering build-ready direction.

Customer.io · Senior Product Designer II

Jul 2023 – Dec 2024 · Remote

- Led design strategy for In-App Messages, enabling marketers to reach customers within web and mobile apps.
- Established a user research process adopted across the product and design organization.

Twitch · Senior UX Designer

Sep 2019 – Mar 2023 · San Francisco

- Owned design for Cheering, a core source of streamer revenue, and created a framework for paid viewer interactions.
- Launched Boost Train, enabling viewers to promote their favorite creators and increasing Cheering revenue by 3%.
- Launched multi-month subscriptions and ran checkout experiments aimed at reducing purchase friction.
- Managed two design interns, both of whom became full-time hires.

Lightspeed · Product Designer

Jul 2018 – Jun 2019 · Amsterdam

- Designed e-commerce tools for small businesses, including a shipping setup redesign that accounted for differences in European and North American shipping practices.
- Introduced usability testing, workshops, and design sprints into the product development process.

Flipp · UI/UX Designer

Jun 2016 – Jun 2018 · Toronto

- Increased web shopping list usage by 38% while leading design across Flipp Web, Retail Analytics, and internal tools.
- Designed the mobile grocery savings experience and maintained design systems for iOS and Android.
- Mentored a junior designer transitioning from graphic design to product design.

Skills

Product strategy · Product vision · AI prototyping · Interaction design · Systems thinking · User research

Education

Western University · BA, Psychology

London, Canada