

Kwantae Kim

Seohyeon-dong, Bundang-gu, Seongnam

iamkwantaekim@gmail.com

linkedin.com/in/kwantae-profile

kwantae.com

Product Business Lead, FORCETELLER

PROFESSIONAL SUMMARY

I designed global web experiences and B2B products at SurveyMonkey and led a 14-person creative organization at UN7QI3. My work spans hiring, coaching, design reviews, and product design systems for Korean and English services, connecting research findings to product improvements. I now lead the FORCETELLER business unit, shaping product direction through user experience and business data.

EXPERIENCE

08/2021-Present

UN7QI3

Alpha Tower, 180 Pangyoyeok-ro

Product Business Lead, FORCETELLER

Design Lead → Creative Lead → Product Business Lead

- Grew a four-person design team to 11 including content design, then led a 14-person creative organization: eight Product Designers, three art designers, and three content designers.
- Participated in practical and executive hiring interviews and decided performance evaluations. Supported onboarding and growth through weekly first-month one-to-ones and 48 monthly knowledge-sharing sessions over five years.
- Reviewed problems and direction within three days of work starting and checked designs before executive approval. Built product design systems for the Korean and English services.
- Set IDI research direction and the information hierarchy of findings. Designed survey questions, analyzed 3,343 responses across five predefined segments, and agreed on product improvements with executives.
- Lead product, engineering, marketing, and operations for FORCETELLER. Worked with the team on Live Demand, informed by new-user surveys, and offers for first-time and long-lapsed paying customers, using exploration and payment-conversion data to guide improvements.
- Built a Claude Code and Notion workflow for competitor research, marketing analysis, and six weekly ad briefs with production prompts, used in live advertising operations for six months.

02/2020-07/2021

SurveyMonkey

San Mateo, California

Lead Visual UX Designer

Marketing Design System · Global Web Experience

- Led the Marketing Design System so designers, engineers, and web product managers could create a positive, unified brand experience across global web pages.
- Owned the design, documentation, and evolution of the system while connecting the newly established Momentive brand to global web experiences.

EXPERIENCE

02/2017-02/2020

SurveyMonkey

San Mateo, California

Sr. Visual Designer

Marketing Design System · Market Research Solutions

- Led the design of the Marketing Design System and Market Research Solutions (MRX) product.
- Designed the MRX experience end to end: user flows, low- and high-fidelity wireframes, visual and interaction design, prototyping, user testing, design revisions, engineering collaboration, QA, and post-launch support informed by data.
- Designed the MRX Early Access Program (EAP) teaser and launch experience, supporting 150+ customer enrollments and subsequent paid conversions and contracts.
- In 2021, the MRX product portfolio accounted for 28% of company-wide revenue, establishing it as a core growth business.

06/2013-01/2017

SurveyMonkey

Palo Alto, California

Designer

Brand · Campaign · Web Design

- Conceptualized and designed high-impact market research reports and eBooks syndicated through LinkedIn, SlideShare, and media outlets.
- Designed and coded newsletters, email promotions, ads, sales materials, and landing pages supporting B2B and B2C marketing campaigns.
- Optimized international web pages and marketing campaigns through visual design improvements and translation support to increase traffic and sign-ups.

02/2012-06/2013

Olive Media

San Francisco, California

UX/UI Designer

Design · Front-end · QA

- Designed the Olive One homepage and supporting web experiences.
- Delivered HTML/CSS implementation and design QA with engineering.

CORE CAPABILITIES

Design Leadership

- Hiring, evaluation, onboarding, 1:1s
- Design coaching and knowledge sharing
- PM, engineering, business alignment

Research & Product Decisions

- IDI direction and survey questions
- Response analysis and product choices
- Discovery, payment, reactivation metrics

Design Quality & Systems

- Problem and user-flow design reviews
- Korean/English product design systems
- AI-assisted ad research and planning

EDUCATION

BA, Web Design and New Media

Academy of Art University

2013

RECOGNITION

Celebrate the Journey Award

SurveyMonkey · Marketing

2019

CERTIFICATIONS

Human-Computer Interaction for User Experience Design

MIT Computer Science and Artificial Intelligence Laboratory (CSAIL)
 Issued Sep 2020
 Credential ID 1520193949

UX & Web Design Master Course: Strategy, Design, Development

Udemy, Inc.
 Issued Jul 2020
 Credential ID UC-7fdc5ef5-9d98-4026-8948-19c2aa5b0fdd