

KIM MOY

New York, NY

[linkedin.com/in/moykim](https://www.linkedin.com/in/moykim)

DYNAMIC AND STRATEGIC DESIGN EXPERT

Trusted leader known for building high-performing teams and driving business impact across complex B2B and B2C experiences. Proven success delivering scalable experiences and elevating craft quality. Effective partner to executives in developing product vision and implementing innovative solutions. Skilled at coaching designers to achieve professional growth.

KEY SKILLS

Product Design | User Research | Cross-functional Collaboration | Coaching | Systems Thinking

PROFESSIONAL EXPERIENCE

NBCUNIVERSAL, New York, NY

12/2024 – Present

Senior Design Director, Peacock

Account Management, Checkout, and Authentication & Data

Leading international, multidisciplinary team designing on mobile, TV, and web for Global Streaming Platform reaching 45m+ customers across more than 70 countries.

- Developed design vision and strategic framework, driving organizational shift from feature-driven delivery to customer-centric problem solving.
- Championed redesign and implementation of scalable information architecture, influencing technical decisions and enabling more efficient future product builds.
- Evangelizing experimentation with AI tools, demonstrating new opportunities for efficiency and innovation.

CAPITAL ONE, New York, NY

11/2017 – 11/2024

Design Director, Consumer Card and Retail Bank (02/2022 – 11/2024)

Acquisition and Onboarding Experiences

Led team of managers and ICs focused on Retail Bank and Premium Card.

- Launched new account onboarding checklist, leading to increased click-through rate and direct deposit enrollment rates among less engaged customers.
- Conceptualized and delivered next-gen bank account switching experience, coordinating multiple workstreams for a cohesive, end-to-end experience.
- Led Bank website redesign, achieving top 10 rank in Google for branded search queries.

Acquisition Experiences

Transformed consumer credit card and bank account acquisition funnels, contributing to increase in new accounts booked and total deposits by encouraging customer participation with the brand and helping customers to find and obtain the right products.

- Delivered new credit card pre-approval experience, generating lift in NABs.
- Drove collaboration across brand, marketing and product teams, enabling both long-term strategic planning and near-term delivery aligned to business objectives.
- Guided broader design team through major reorganization, fostering a culture of trust and collaboration, maintaining 100% retention and highest team engagement scores.

Senior Design Manager, Commercial Banking (01/2020 – 02/2022)

Design Manager, Commercial Banking (1/2019 – 01/2020)

Product Designer, Commercial Banking (11/2017 – 01/2019)

Credit Solutions

Developed design strategy for B2B and internal Commercial loan applications supporting associates and customers, enabling streamlined operations and reductions in business cost.

- Led design for transformational underwriting and portfolio management platform that gave 2,000+ internal associates greater risk visibility in managing \$80b+ in loans.
- Pioneered culture of sharing qualitative and quantitative research insights across teams, increasing collaboration, transparency, and data-informed decisions.
- Championed improvements to craft, culture, and process across larger design organization, and advocated for professional career development, resulting in multiple designers and product managers attaining desired promotions.

COLUMBIA UNIVERSITY, New York, NY

01/2017 – 08/2019

Associate, UX & Design for Analytical Apps

Taught graduate students to apply UX design process in developing applications that analyze data, solve business problems and create strategic value.

THE NEW YORK TIMES, New York, NY

08/2005 – 10/2017

UX Architect, T Brand Studio (02/2016 – 10/2017)

Various roles across newsroom (08/2005 – 02/2016)

Established best practices to produce responsive, interactive experiences from concept to completion that supported customer and client goals.

- Guided branded content design process, presenting ideas to dozens of clients, driving exceptional client satisfaction and increased reader time spent on posts.
- Created user research process for advertising department and crafted strategy for new product development grounded in user behavior.

COMMUNITY INVOLVEMENT

ASIAN WOMEN DESIGN LEADERS, New York, NY

08/2025 – Present

Committee Lead

Leading programming and member experience for emerging network of Asian women in senior design roles to increase executive-level representation and influence.

UX + DATA MEETUP, New York, NY

02/2016 – 6/2021

Organizer

Grew 6,000+ member design and tech community. Curated monthly events. Managed sponsors.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Northwestern University, Evanston, IL, Bachelor of Science in Journalism, Minor in Spanish

Yale School of Management, New Haven, CT, Women's Leadership Program