DAIN M. BLODORN KIM
DESIGN / PRODUCT ENGINEER

LOS ANGELES, CA · DAIN.KIM · GITHUB · LINKEDIN · DAIN@DB13.US

PROFILE:

Design and product engineer with deep visual and interaction design experience, building polished AI-native and consumer products across web and React Native. Works directly in code from early prototypes and component systems through complex interaction states, APIs, performance, observability, and production reliability. Turns ambiguous technical systems into clear, expressive experiences for creators and developers.

EXPERIENCE:

ZORA — PRODUCT ENGINEER

SENIOR SOFTWARE ENGINEER · JAN 2026–AUG 2026

SOFTWARE ENGINEER (IC4) · JUL 2021–DEC 2025

Creator-focused social platform for publishing and trading onchain media, reaching 2M+ monthly active users and nearly 18K daily posting accounts.

- Designed and shipped creator-facing experiences across web and React Native, including profiles, Canvas, text and carousel posts, and end-to-end publishing flows, often resolving product and interaction details directly in code.
- Built Zora profiles and an onchain theming system that let creators customize typography, color, imagery, and interface treatments; the portable identity model was subsequently adopted by third-party products.
- Scaffolded Zora's React Native application and built its Storybook-documented component system on Tamagui, creating a reusable UI foundation for rapid mobile development.
- Shipped AI-assisted creator tooling across web and mobile, integrating model-powered creation into an established publishing workflow.
- Led 19 projects spanning creator tools, profiles, content, mobile foundations, performance, and reliability—from early NFT auction tools through a cross-platform social application.
- Became the go-to engineer for the brand & marketing team when they needed in-house implementation for web based campaigns and high touch brand infused elements implemented in our web and mobile app surfaces.
- Built a reputation for unusually fast, high-quality execution, using pragmatic product, design, and technical judgment to unblock releases while maintaining interaction polish and production reliability through CI validation, observability, feature flags, and staged rollouts.

DAIN M. BLODORN KIM

INDEPENDENT DIGITAL DESIGNER & DEVELOPER

JUL 2017–JUL 2021

- Led visual and interaction design for launches, portfolios, archives, commerce, and experimental tools, taking projects from concept through prototyping and production. Partnered directly with clients across the entertainment and culture industries. **SEE MORE**

14-FORTY - FRONT END DEVELOPER / VISUAL DESIGNER

AUG 2009-JUN 2017

- Designed and built websites, digital campaigns, motion graphics, and brand systems at a boutique branding and marketing studio.
- Worked across interaction design, visual design, art direction, production, and copywriting for clients including Canon, Technicolor, Panavision, and the Motion Picture & Television Fund.

MOVE DESIGN — WEB DESIGNER

SAN FRANCISCO · EARLY CAREER

- Designed early digital products and interactive brand experiences including interface concepts for Adobe and Stanford and materials for SFMOMA's 010101: Art in Technological Times. Developed a foundation in information, interaction, and human-centered design with the studio's IDEO-alumni principals.

SELECTED SKILLS:

- **Product engineering:** TypeScript, React, React Native, Next.js, GraphQL/Relay, Expo, HTML/CSS
- **Design engineering:** Visual and interaction design, typography, art direction, design systems, motion, rapid prototyping, accessibility, Figma/Sketch
- **AI-native engineering:** Model selection and provider routing with OpenRouter, deployment and operation of a cloud-hosted Hermes Agent, MCP integrations, Claude Code & Codex, Model-backed creative tools, image generation, FLUX/LoRA
- **Production:** Datadog, Sentry, PostHog; performance, incident response, experimentation, feature flags, and staged rollouts
- **Content platforms:** Headless WordPress, Sanity, content modeling, structured data, API-driven publishing workflows

EDUCATION:

ArtCenter College of Design: Pasadena, CA · 2004–2006
BFA with Distinction, Fine Art Media
California College of the Arts: San Francisco Bay Area · 1996–2000
Studied Graphic Design, Fine Art, and New Media Design