

Experience

Amazon - Amazon Music

Principal Product Designer

Apr 2025 - Present

- Lead org-wide design strategy across Foundations of Product Excellence and All Audio, shaping long-term vision and execution across multiple teams and core surfaces.
- Own end-to-end strategy for Core Visual Experiences and Information Architecture, defining scalable principles and frameworks adopted across Amazon Music.

Senior Product Designer

Apr 2022 - Apr 2025

- Owned the vision and execution for Core Experiences (Home, Find, Library, App Chrome) across voice, visual, and multimodal platforms.
- Led cross-org initiatives including Profiles, Kids experiences, Audible integration, Amazon Music Live, In-App Merch, and Prime 2.0, aligning Amazon Music, Alexa, and Audible teams.

Product Designer

Jun 2020 - Apr 2022

- Drove growth, engagement, and monetization initiatives across Amazon Music and Alexa, spanning subscriptions, upsells, and commerce-adjacent experiences.
- Designed end-to-end customer flows for new monetization models in close partnership with Product, Engineering, and Business stakeholders.

Korean Tech Initiative - Non Profit

Co-Founder

Dec 2023 - Present

- Co-founded a nonprofit focused on design education and career mentorship for Korean students entering tech. Partner with Seoul National University to teach Design Thinking and mentor students on portfolio and career development.

Walmart Lab

Product Designer

Sep 2019 - May 2020

- Led design for Walmart Pay, improving omni-channel in-store checkout across mobile and physical retail.
- Contributed to the launch of Walmart+, shaping the mobile experience, onboarding, and subscription value proposition.

Sony Playstation

UX Research Intern

Jun 2016 - Sep 2016

- Coordinated and ran usability testing, heuristic evaluations, and user research on PlayStation Network services, such as What's New and PS Video

Skills

UX Methodologies

Interaction Design  
Visual Design  
Service Design  
Voice Design  
Multimodal Design  
UX Research & Testing

Tools

Figma  
Adobe Illustrator  
Principle  
Prototopie

Languages

English  
Korean

Education

Carnegie Mellon University

Masters in Human-Computer Interaction

GPA 4.08/4.0

UC San Diego

B.S. in Cognitive Science and HCI

GPA 3.74/4.0

Research

IoT Hub - Intel/CMU

UX Researcher

Sep 2018 - Aug 2019

- Supervised by Professor Jason Hong
- Designed E2E designs and reorganized the information hierarchy of the IoT Hub

IrisRover - NASA/CMU

UX Researcher

Sep 2018 - Aug 2019

- Supervised by Professor William Whittaker
- Designed and prototyped the lunar rover's tele-operations interface for mapping the positioning of the rover

Design Lab - UCSD

UX Researcher

Oct 2016 - Mar 2018

- Supervised by Professor Don Norman and Jim Hollan
- Conducted contextual inquires with emergency physicians at Thornton's Hospital
- Designed Doknosis, a diagnostic differential tool

Lectures

Seoul National University

Design Thinking 101

Jun, Oct 2024 • Jan, Apr, Jun, Oct 2025

Korea National University of Education

AI in Big Tech + Ethics

Oct 2025

Coloso

Design Thinking 101 + Designing at Amazon

Feb 2024