

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
Protopie

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 inquiries 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*