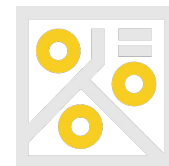# Sharon Byun

Senior Product Designer ⊙ Richmond, VA

WEB sharonbyun.com   **EMAIL** sharonbyun.design@gmail.com   **PHONE** 662.380.2356   in /sharonbyun

WORK EXPERIENCE

Apr 2025 — Present
Remote

Blaze.ai
Senior Product Designer (Second Designer)

As the second designer at Blaze.ai, a Series A startup, I led the design of 0→1 AI-powered marketing features across web and iOS, from concept to launch. I crafted cross-platform experiences, improved usability, and partnered with product and engineering to deliver impactful, fast-paced releases.

Jun 2021 — Mar 2025
Remote

Skillshare

Senior Product Designer, Teacher Experience

As a design lead, I collaborated with a cross-functional team to develop a foundational journey map and establish a central hub for teachers. Increased teachers' earnings through the expansion of the marketplace and seamlessly integrated two platforms following the acquisition of Superpeer.

Product Designer, Learning Experience

I spearheaded the development of a complex gamification system, including badges and certificates, across both web and mobile platforms. This initiative resulted in a statistically significant 89% increase in key behaviors associated with user retention.

Product Design Intern, Growth

Conducted A/B testing experiments to optimize conversion rates across various channels, including referral sources and the logged-out homepage.

Oct 2020 — Jan 2021
Remote

Major Care (Acquired by Pacify)
UX Design Intern

Provided UX/UI consulting for My Fourth, a beta mobile app.

Oct 2010 — Jul 2019
Dallas, Texas + Remote

Eisenberg Inc.
Art Director then Senior Art Director

Worked on branding, marketing communications, and annual reports from concept to completion for clients in various fields, including energy, finance, events, and municipal.

Feb 2009 — Sep 2010
Dallas, Texas

Rovillo + Reitmayer
Graphic Designer

Worked on branding and design for luxury event materials for clients such as the Dallas Cowboys, AT&T, and Neiman Marcus.

SKILLS

Technical skills

End-to-End Product Design: User Research, Product Strategy, Journey Mapping, UX/UI Design, Visual Design, Design Systems, Prototyping, Presentations, QA

Soft skills

Storytelling, Systems Thinking, Shareholder Alignment, "Fast but Thorough"

Toolkit

Slack, Figma, Miro, Google Slides, Mixpanel, Jira, Linear, Dovetail, Confluence

Knowledge in

HTML, CSS, Javascript, Python

Mentorship

Guest Speaker for My Digital TAT2

Skillshare Summer Internship

Alumni Panel for VCU Brandcenter

EDUCATION

Virginia Commonwealth University — Brandcenter
2021

Business, Master of Science (M.S.) with a concentration in Experience Design

University of North Texas
2009

Bachelor of Fine Arts, Majored in Communication Design and Minored in Business Foundation