

# Sharon Byun

Senior Product Designer  Richmond, VA



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## SUMMARY

Senior Product Designer specializing in  $0 \rightarrow 1$  and scale-up products across AI, education, and mobile. Known for leading ambiguous problem spaces, building foundational systems, and shipping high-impact workflows with product and engineering. Former Teacher Experience lead at Skillshare and second design hire at Blaze.ai.

## WORK EXPERIENCE

Apr 2025 –

Present

Remote,  
(San Francisco,  
CA)

### Blaze.ai (AI Marketing)

Senior Product Designer (Second Designer)

- Led end-to-end product design for core AI-powered workflows in a fast-moving Series A startup, partnering closely with PM and engineering to define direction in high-ambiguity problem spaces.
- Designed and shipped  $0 \rightarrow 1$  Autopilot onboarding and activation flows, enabling small businesses to generate content automatically with minimal setup.
- Established reusable interaction patterns and a lightweight design system for web and iOS, improving speed and consistency across teams.

Jun 2021 –

Mar 2025

Remote,  
(New York, NY)

### Skillshare (EdTech)

Progressed from Growth and Learning Experience roles to leading the Teacher Experience platform.

Senior Product Designer, Teacher Experience

- Design lead for the end-to-end teacher ecosystem, spanning onboarding, creation, monetization, and retention.
- Led foundational journey mapping and system audits to create a unified Teacher Hub, aligning multiple teams around a shared platform vision.
- Designed and evolved marketplace systems that expanded teacher earning opportunities while balancing supply growth and learner demand.

Product Designer, Learning Experience

- Designed Skillshare's cross-platform gamification system (badges and certificates), driving an 89% lift in key retention behaviors.

Product Designer, Growth

- Designed and shipped experiments across referrals, onboarding, and homepage optimization to improve acquisition and activation.

## SKILLS

### Product & Systems

UX strategy, IA, interaction design, design systems, visual design, prototyping

### Strategy & Process

Journey mapping, research synthesis, experimentation, cross-functional alignment

### Tools

Figma, Miro, Dovetail, Mixpanel, Jira/Linear

### Technical literacy

HTML, CSS, Javascript, Python

### Mentorship

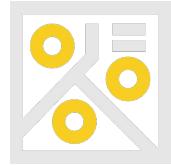
Guest Speaker for My Digital TAT2

Skillshare Summer Internship

Alumni Panel for VCU Brandcenter

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## SELECTED PRIOR EXPERIENCE

*Prior experience grounding my work in brand, systems, and craft.*

Oct 2020 – Jan 2021 Remote	<b>Major Care (Telehealth – Acquired by Pacify)</b> UX Design Intern Delivered UX/UI design for My Fourth, a postpartum support app in beta.
Feb 2020 – May 2021 Richmond, VA	<b>Mashaden</b> Co-founder Co-founder of a creative design group that specializes in helping local and regional businesses identify opportunity gaps and generate insight driven design solutions. Specialties include UX/UI platform design, branding and graphic design, as well as UX strategy and new product innovation services.
Oct 2010 – Jul 2019 Dallas, TX + Remote	<b>Eisenberg Inc.</b> Art Director then Senior Art Director <ul style="list-style-type: none"><li>Led branding and digital design for clients across energy, finance, and municipal sectors.</li><li>Managed concept-to-production workflows and cross-functional creative teams.</li></ul>
Feb 2009 – Sep 2010 Dallas, TX	<b>Rovillo + Reitmayer</b> Graphic Designer Created visual design systems and event branding for clients including AT&T, Neiman Marcus, and the Dallas Cowboys.

## EDUCATION

### **Virginia Commonwealth University – Brandcenter**

2019-2021  
M.S. Experience Design

### **University of North Texas**

2005-2009  
BFA Communication Design +  
Business Minor