

Sharon Byun

Senior Product Designer  Richmond, VA



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SUMMARY

Senior Product Designer specializing in 0→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→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

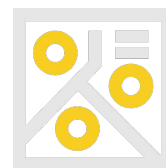
Guest Speaker for My Digital TAT2

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

Major Care (Telehealth — Acquired by Pacify)

UX Design Intern

Delivered UX/UI design for My Fourth, a postpartum support app in beta.

Feb 2020 –
May 2021

Richmond, VA

Mashaden

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

Eisenberg Inc.

Art Director then Senior Art Director

- Led branding and digital design for clients across energy, finance, and municipal sectors.
- Managed concept-to-production workflows and cross-functional creative teams.

Feb 2009 –
Sep 2010

Dallas, TX

Rovillo + Reitmayer

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