

Jongyeon
Chae

Product Designer with a robust background in creating digital solutions that drive product scalability and enhance user engagement. Proven track record of bringing concepts to life across B2B and B2C industries, such as healthcare, finance, transportation, e-commerce, and telecommunications. Expertise in crafting AI-driven solutions that transform complexity into intuitive user experiences.

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SKILLS

UX/UI, User-Centered Design, Product Thinking, Design Strategy, Design System, Information Architecture, User Research, User Testing, Prototyping, Accessibility, Mobile/Responsive Web Design, Storytelling, Figma, Sketch, Protocie, Adobe Creative Suite(Photoshop, Illustrator), Jira, Miro, HTML, CSS, JavaScript

EXPERIENCE	
Mar 2025 - Present San Francisco, CA	Deloitte Lead Product Designer Designing an AI multi-agent platform that centralizes data access and automates workflows for public service professionals to increase productivity and operational efficiency.
Dec 2022 - Oct 2024 Santa Clara, CA	Roche Senior Product Designer IRISe Explorer digital R&D platform Designed a cloud-based enterprise R&D platform that accelerates digital pathology and radiology workflows by leveraging AI algorithm solutions to support informed decision-making in diagnosis. Enhanced the multimodal image analysis process, increasing productivity in validating AI-generated outcomes, which led to product growth in a new domain through user acquisition in radiology. AI data abstraction app Established a B2B SaaS AI data abstraction app using Natural Language Processing(NLP) tailored for heart failure reports, achieving 96% precision rate for the machine learning model in extraction. Led the end-to-end design process of the MVP in collaboration with data scientists, engineers and product managers, and demonstrated product-market fit by completing the extraction of 400 reports. Design system Created the design library of Clinical Hub, an integrated portfolio of Roche's clinical workflow products. Published 3 design patterns of Clinical Hub and achieved 70% adoption rate by providing design support and documentation that elaborated on specifications, interactions, and content prioritization.
Dec 2016 - Dec 2020 Seoul, Korea	VinylC UX Designer Woori bank mobile banking app Designed the mobile app(iOS, Android) of a multinational bank to enhance the customer conversion to digital platform, resulting in a 12% increase in mobile sales of financial products. LG online store consolidation Led a team of 5 designers to launch LG Electronics' mobile optimized website. Developed the site-wide design guides for the consolidated online store of LG's multiple brands. SK Telecom mobile app personalization Redesigned SK Telecom's mobile app to establish the framework of personalized experience for 25M+ users and shipped AI-driven recommendation features for customer support.

EDUCATION	
Aug 2021 - Aug 2022 Pittsburgh, PA	Carnegie Mellon University Master of Human-Computer Interaction
Mar 2011 - Feb 2017 Seoul, Korea	Seoul National University of Science & Technology Bachelor of Design