

EXPERIENCE

Freelance

Remote

Product Designer

Aug '23 – Present

- Contributed to building an MVP app for startup Aron, enabling beta launch and helping secure early-stage seed funding.
- Helped multiple startups build products from scratch, from initial concept to launch.

Samsung Card

Seoul, Korea

Senior Product Designer

Jun '20 – Jul '22

- Led the design of a unified design system and mobile app for Samsung's financial platform. Reached over 5M+ downloads within 4 months of launch.
- Led 10+ designers and collaborated with product managers and engineers.

SK Planet

Seoul, Korea

Senior Product Designer

Oct '18 – Jun '20

- Designed and delivered products across B2C and B2B services, addressing diverse user needs and business goals.
- Worked on a mobile cloud app, identifying existing challenges and proposing a future vision aimed at creating new business impact.
- Participated in designing the official chatbot for SKT, a leading telecommunications company in Korea, and built the associated representative web platform as the sole product designer.

Hyundai Card

Seoul, Korea

Interaction Designer

Mar '14 – Sep '18

- Redesigned the official app and mobile web using data-driven decisions based on site analytics and user research.
- Enhanced multiple customer touchpoints—including the membership website, email template system, and advertising banner guidelines—increasing credit card application submissions by 12%.

SK Communications

Seoul, Korea

Interaction Designer

Jan '12 – Dec '13

- Worked on branding and digital marketing across online and offline channels in the Brand Experience team.
- Led the design of the first mobile app for NateOn, supporting the transition of a platform with 80% PC messenger market share into mobile.

EDUCATION

Academy of Art University

San Francisco, CA

M.A in Interaction & UI/UX Design

3.917 / 4.0 GPA, Graduated with Magna Cum Laude

Kookmin University

Seoul, Korea

B.F.A in Visual Communication Design

3.4 / 4.5 GPA

SKILLS

Interaction design, Visual design, Prototyping, Design System, Illustrations, Motion Graphics, 3D Graphics, Accessibility, Coding with AI

Figma, Sketch, Adobe XD, After Effects, Cinema 4d, HTML/CSS