Woomi Jeong

Product / UX Designer

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EXPERIENCES

Product Designer

Endeavor AI, San Francisco, CA — Jan 2025 - Mar 2025

- Led core product design with a focus on AI-automated workflows, delivering a seamless, customer-centric experience through a cohesive design system.

- Eliminated the learning curve for manufacturing employees transitioning from manual to automated workflows by designing intuitive UX/UI aligned with their mental models.

UXUI Design Intern

adMarketplace, New York, NY — Jun 2024 - Aug 2024

- Designed AI-powered personalized shopping assistant digital product which included researching and building conversational chat experiences for users.

- Optimized customer product search experience by defining the relationship between AI and customers and leveraging Gen AI.

- Utilized insights from alpha-group user testing, journey map and interaction diagram for customers' shopping journey to define value propositions.

- Worked on Sketch, Wireframing, Low-fidelity prototyping, and Clickable prototyping in Figma.

Graduate Research Assistant

Inclusive Data Lab at ID, Chicago, IL — Sep 2023 - May 2023

- Captured and visualized healthcare data from complexity to intuitive simplicity.

- Led tailored multi-phase workshops for medical professionals, providing an introduction to future prospects of human-centered design

Product Designer

United Airlines, Chicago, IL — Aug 2023 - Dec 2023 (co-op)

- Designed AI-powered platform for Ramp Service Employees to provide emotional support to reduce mental and physical fatigue in order to enhance safety and well-being.

- Collaborated weekly meetings with different stakeholder teams.

Salesforce AI Team, Chicago, IL — Aug 2023 - Dec 2023 (co-op)

- Designed a digital product that leverages generative AI as a dynamic facilitator to support managers' real-time decision-making and promote cohesive, productive team communication.

- As a product manager, led concept development and storytelling for presentations, and facilitated cross-functional meetings with the AI team.

SKILLS

Design

User Experience, Interaction Design, User Interface Design, Visual Design, Design System, Wireframes, Information Architecture, Low-High Fidelity Prototyping, Mockups

Research

Secondary & Primary Research, Stakeholder maps, User Interviews, Usability Testing, Persona, Journey Map, Design Strategy, User Flow, Service Scenario, Storytelling

Software

Figma, Sketch, Adobe XD, Adobe Creative Suite (Illustrator · Photoshop · InDesign), Cursor, Arduino, HTML, CSS, p5.js, Processing, Protopie

Other Skills

Design Thinking, Heuristic Evaluation, Rapid Iteration, Cross-functional Collaboration and Communication, Typographic skills, Web expertise, Marketing, Business, Advertising

EDUCATION

Illinois Institute of Technology

Master of Design, Human Computer Interaction, 2022 - 2024

Seoul National University of Science and Technology

Master of Design, Visual Design, 2019 - 2022

ChuGye University for Art

Bachelor for Art, Painting | 2015 - 2019