

# Dongok Moon

With over a decade of international corporate and startup experience, I specialize in UX design for SaaS, eCommerce, design systems, configurators, CRO, and CRM, focusing on user-centric web optimization. My skills encompass data-driven UX/UI design, design principles, business growth, and stakeholder management. I also excel in soft skills like strong product ownership, continuous learning, critical thinking, and agile action.

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Based in NL

## EXPERIENCE

### Product Design Lead · Spotnana · US Remote

Oct 2022 - Present

- Leading a product team of 10 designers, providing design consultancy expertise and innovative design initiatives to tackle challenges within the travel industry.
- UX and UI design for SaaS products, including developing a design system for an online booking tool covering air, hotel, car, and rail reservations.
- Stakeholder management with notable companies like Amazon, Qantas Air, and Brex, as well as expertise in measuring design objectives.

### Head of UX · Suitsupply · NL

Nov 2015 - Oct 2022

- Achieved a quarterly revenue growth of 0% to 300% on custom-made tools, with online revenue accounting for 27% (€11m).
- Reduced the exit rate in the product detail page funnel by 50% through an innovative size selection solution.
- Developed a design system from the ground up to support 7 designers and 8 Scrum teams in the eCommerce domain.

### UX Design Director (Co-founder) · Formify · NL

Oct 2019 - Oct 2022

- Played a pivotal role in shaping both the company and product foundation, instrumental in securing a Series A investment of €4M.
- Designed and took ownership of an eCommerce platform while overseeing a development agency, leading to a team size expansion by 10.
- Flawlessly implement a top-tier digital strategy across every user touchpoint.

### UX & UI Designer · Startmonday · NL

Feb - Oct 2015

- Design and conduct quality assurance for a B2C mobile application for a video recruiting platform on both OS and Android platforms.
- Created various visual assets, including emails, banners, guidelines, and CRM campaigns.
- Designed a B2B dashboard and website for administrative purposes.

### UI Designer · Syobe creative · KOR

Jul - Sep 2014

### UX designer · SK Planet · KOR

Jul - Sep 2013

### Visual Designer · MI design studio · KOR

Jan - Feb 2013

### Graphic Designer · PMC production · KOR

Feb - Oct 2012

## EDUCATION

### Seoul National University of Science and Technology

Mar 2006 - 2014

- BA (Hons), Visual communication design, GPA 4.08 / 4.5