

Senior Product Designer specializing in community-driven platforms and scalable social systems. 8+ years of experience leading end-to-end product design for platforms connecting 10M+ users, building modular design systems adopted across 60+ products, and taking products from zero to funded, scaled platforms.

EXPERIENCE

Lead Product Designer · Eleven Plus (11+)

Oct 2024 – Present | Palo Alto, CA

Founding designer for a global football fan community platform. Built design org from the ground up.

- Defined the platform's community architecture and interaction model from scratch — designed gamified systems including real-time match threads, prediction games, team battles, and AI-driven quizzes, achieving ~20% D30 retention and establishing the core engagement loop.
- Built and led a 5-person design team: established hiring criteria, onboarding process, design review cadence (weekly crits), and a shared design system workflow that reduced handoff friction by ~40%.
- Created a cross-platform design system (iOS, Android, Web) from zero, enabling consistent, scalable UI across 3 platforms while supporting rapid feature iteration.
- Played a key role in the company's \$4M seed fundraiser — designed the product demo, investor-facing materials, and the product vision narrative that contributed to closing the round.

Product Designer (Founding Designer) · canD

Jan 2020 – Sep 2024 | Seoul, South Korea

Sole designer → design lead for a white-label community SaaS platform serving 100+ client brands.

- Designed the platform's monetization layer by integrating community modules on top of commerce patterns — enabling clients to use community engagement as a revenue driver, contributing to 7x average client revenue growth.
- Built Design System 2.0: a modular, multi-brand system with configurable variables at every component level, allowing 60+ communities to maintain distinct brand identities within a unified architecture. Delivered a visual editor for non-technical clients to customize without design support.
- Evolved component customization options based on individual client business needs, turning recurring cross-industry patterns into flexible, reusable modules across e-commerce, VC, social impact, and Web3 verticals.
- Led design consulting engagements with enterprise clients, directly contributing to multiple client funding milestones and platform expansion.

Product Designer · Vingle

Jul 2018 – Dec 2019 | Seoul, South Korea

Global interest-based social network with 10M+ MAU across 3K+ communities in 26 languages.

- Redesigned the Discover experience, doubling the number of communities users actively engaged with — enabling users to find and join new interest communities through personalized content surfacing and improved navigation.
- Ran iterative A/B tests on feed UI and content personalization, driving measurable improvements in content engagement and session depth.

UX Design Intern · SAP

Apr 2017 – Apr 2018 | Palo Alto, CA

UX projects across logistics, mobility, and e-commerce. Facilitated Design Thinking workshops for 20+ organizations.

EDUCATION

School of Visual Arts, New York

2023 – 2025

MA in Interaction Design · Dean's List

Thesis: Trauma-informed digital experience design | Amazon-sponsored Capstone: AI-driven audiobook platform
| Deloitte x SVA: Sustainable fashion

SKILLS

Product Design · Design Systems · Interaction Design
User Research · Prototyping & Motion · Data Visualization
AI-Assisted UX · Accessibility (WCAG) · Inclusive Design

RECOGNITION

Microsoft Imagine Cup — Global Top 7
Samsung Gear App Challenge — 3rd Prize
UX Design Awards — Nominated