Eunjin Hong

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EDUCATION

Brown University, Rhode Island School of Design, *Master of Arts in Design Engineering,* Providence, RI, 2025.

Seoul National University, *Bachelor of Fine Arts in Visual Communication Design (Summa Cum Laude),* Seoul, South Korea, 2022.

PROFESSIONAL EXPERIENCE

Soundable Health | San Francisco,CA & Seoul, South Korea   **Sep 2020 - Present**

Health tech startup specializing in solutions that leverage sound analysis to manage health conditions.

Held dual roles as product manager and product designer leading multiple high-impact digital product design projects.

Product Design Lead, Product Manager   **Jul 2025 - Present**
- Established and scaled a cross-platform design system and component library, enabling Figma-based customization and reusable patterns, accelerating product development and ensuring consistent design across products.

Product Design Lead, Product Manager   **June 2021 - May 2024**
- Led the design for two consumer-facing mobile health apps (proudP and Bladderly) across iOS and Android, successfully launching to over 63,000+ users, with a focus on privacy, accessibility, and clinical reliability.
- Oversaw the 0-to-1 product development of Bladdrely, designing 7+ core features and user interfaces, enabling the logging of 850K+ patient generated measurements.
- Conducted user research in the U.S. and South Korea, interviewing 50+ users at medical centers. Identified user needs and key usability pain points to redesign intuitive onboarding flows, resulting in an 18% increase in conversion.
- Spearheaded the development of the digital bladder diary, Bladderly, collaborating with cross-functional teams throughout the end-to-end process including product strategy, product roadmap planning, product development, QA, and user testing.

Design Intern   **Sep 2020 - May 2021**
- Independently designed the early-stage interface of the digital bladder diary, contributing across the full product development cycle from concept to implementation.
- Supported UX research for clinical trials in collaboration with Bundang Seoul National University Hospital and created digital and physical contents for patients.

Vulcanus, Grand Ventures, Panthera Math | Seoul, South Korea   **2022, 2023, 2025**

Freelance Brand Designer
- Developed comprehensive brand identities and design systems for multiple startups, consulting directly with CEOs to ensure cross-platform consistency and drive successful market launches.

ADDITIONAL EXPERIENCE

Brown University | Providence, RI

Instructor   **Jul 2025**
- Led a two-week product design course for high school students, teaching the end-to-end design lifecycle (research, UI/UX, prototyping, Figma) and mentoring them to create and present a final app project.

Research Assistant   **Dec 2024 - May 2025**
- Developed a collective intelligence tool with a focus on collaboration, human-computer interaction, and human-AI interaction. Leveraged data visualization, analytical thinking, and systems thinking to support research and presented at the 2025 Collective Intelligence conference.

XR Lighting Tool Design Research Project   **Jan 2025 - May 2025**
- Prototyped an AR lighting control tool for the Meta Quest 3 and led comparative user testing against mobile apps to evaluate workflow usability and user satisfaction.

SKILLS, TOOLS and RECOGNITION

Skills: UX Research, Interaction Design, UX Design, UI Design, Design Systems, Wireframing, Prototyping, Storytelling, Usability Testing, Data Visualization, XR Design, Visual Design, Brand Design, Motion Design, Typography, Leadership, Project Management

Tools: Figma, Unity, Adobe Creative Suite, Blender, Cinema 4D, Webflow, Fusion 360, Arduino, HTML/CSS, Jira, G Suite

Awards: **ACM TEI Student Design Competition, 2025,** WEFT Furniture, Most innovative Vision on Sustainability, People's Choice

Digital Health Awards, 2024, Bladderly as finalist in the Women's Health, rising star

Seoul National University, Merit-Based Scholarship, 2018, 2019, 2020