

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

AI-driven health tech startup specializing in solutions that leverage sound analysis to manage health conditions.

Holding 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 a full suite of design tokens and scaled a cross-platform design system and component library, enabling Figma-based customization and reusable patterns, accelerating product development and ensuring consistency across products.

Product Design Lead, Product Manager

Jun 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.
- Oversaw the 0-to-1 product development of Bladderly, designing 7+ core features and user interfaces, enabling the logging of 850K+ patient generated measurements.
- Conducted user research for proudP interviewing 50+ users at medical centers. Identified user needs and key pain points to redesign onboarding flows and key features resulting in a 39% increase in conversion, and a 7% increase in app engagement rate.
- Collaborated closely with cross-functional partners across product, engineering, and QA teams to define the product strategy and roadmap, ensuring a strong focus on usability, accessibility, and clinical reliability.

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.

Brown University | Providence, RI

Dec 2024 - May 2025

Graduate Research Assistant

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

Creative Project Lead

2020 - Present

Grand Ventures | Seoul, South Korea

Sep 2023 - Present

- Designed brand guidelines and website UI catalyzing successful market launches of a venture capital firm that focuses on investments in educational technology startups.
- Communicated with the CEO and provided direct consultation on the development of the company's corporate brand identity.

Panthera Math | Seoul, South Korea

Jul 2025 - Jul 2025

- Developed comprehensive brand identities and brand design systems that could be flexibly applied across multiple media and communication channels.

Vulcanus | Seoul, South Korea

Sep 2022 - Oct 2022

- Created the visual identity for a Web 3.0 startup with P2E (Play to Earn) Mobile Platform and designed distinctive logos for the mobile application Gamelist, and cryptocurrency aligning with strategic brand goals.

BCTman | Seoul, South Korea

Mar 2020 - Jun 2020

- Designed the brand identity of a cargo transport connecting company BCTman and produced promotional video leveraging illustration and motion graphic skills using Adobe suite.

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, Cursor

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 category

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