

MINWOO JO (JOHN)

PRODUCT DESIGNER

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I'm a process-driven Product Designer with previous experiences in consulting and business/IT systems. My background gives me a nuanced understanding of the risks and consequences that arise from making design decisions, as well as the vision and teamwork skills required to produce a strong end product. I believe meeting in the middle of feasibility and creativity is a good philosophy when it comes to achieving design that is both beautiful and functional, keeping in mind all project constraints.

EXPERIENCE

● Lead Product Designer - Platform

Morgan & Morgan • July 2021 - Nov 2022

- Delivered data-backed design solutions by aligning user insights, business goals, and technical constraints, informing product strategy and championing the user voice.
- Led and managed a UX designer and UX researcher while partnering with Product Managers and Platform Engineers to build scalable components, flows, and layouts for an enterprise Salesforce case management platform.

● Junior Product Designer - Mobile & Platform

Morgan & Morgan • Sep 2021 - July 2022

- Owned end-to-end design for 25+ product initiatives as the first and sole designer, partnering closely with product and engineering to deliver scalable, high-impact solutions.
- Designed and launched a streamlined client onboarding experience that unified client intake and role assignment into a single flow, reducing multi-role creation time by 50% and significantly improving operational efficiency, validated by strong qualitative user feedback.

● UI/UX Designer - Mobile

Sustaio • July 2020 - Aug 2020

- Led design across three agile sprints to strengthen brand expression, usability, and information architecture, resulting in a more intuitive and cohesive application experience.
- Contributed to Sustaio's funding efforts by delivering 15+ high-fidelity screens and reusable components, enabling stakeholders to iterate quickly and communicate product vision with confidence.

● UI/UX Designer - Mobile

The Flatiron School • June 2020 - July 2020

- Led design across three agile sprints to strengthen brand identity, screen-to-screen usability, and information architecture, delivering a more cohesive and intuitive end-to-end experience.
- Redesigned the end-to-end UX/UI of a volunteering mobile app by synthesizing user testing insights, market research, and wireframe restructuring to improve clarity, usability, and engagement.

● Technology Consultant Exp. Associate

PwC • Oct 2018 - May 2019

- Unblocked and resolved user testing issues across ClickSchedule and mobile prototypes, ensuring secure execution and on-time completion of critical testing milestones.
- Led break-fix efforts across all Click integrations, coordinating with on-site and offshore engineering teams to successfully deliver the product's first production go-live.

SKILLS

A/B Testing
Accessibility (WCAG)
AI Product Design
AI-Assisted Research
Empathy
Growth Design
Microcopy
Mobile/Web Design
Platform Design
Prompt Engineering
Prototyping
UX/UI Design
Usability Testing
User Flows
User Research

SOFTWARE

ChatGPT
Claude
Confluence
Figma
InVision
Jira
Midjourney
Miro Board
Mural Board
Notion
Perplexity
Relume
ScholarGPT
Sketch
Stitch

AWARDS

1st Place - Sustainable IT Strategy for Intel
Information Systems Case Competition 2016

1st Place - Network & Cybersecurity
AT&T Technical Case Competition 2016

1st Place - Customer Experience & Marketing
Toyota Case Competition 2016

2nd Place - Target Idea Challenge
Target Case Competition 2016

DESIGN CERTIFICATES

Advanced Figma
AI for UX Design
Data-Driven Design
Prototyping in Figma
Strategic Business Acumen for Designers

EDUCATION

● **UI/UX Design Certification**
The Flatiron School 2020

● **B.S. Business Informatics**
Indiana University-Bloomington 2017