

PARK KEUN YOUNG

Product Designer

jennapark.design
happyky1470@gmail.com
Seoul, Korea
(+82)10.2729.7636
[LinkedIn](#)

Experience

Product Designer 04.2026 – 08.2026
[Whatssub](#)
Lead designer behind the design system and end-to-end UX across core product areas, including IBK Card MyData/Open banking onboarding, subscription management, the Subscription Mall, and account services. Drove user growth and revenue via a strategic IBK Card partnership that streamlined recurring payment integrations.

UI Designer 06.2022 – 08.2024
[Netrue Consulting Group \(Seconded to Hana Bank\)](#)
Design team member at Hana Bank’s headquarters UX/UI operation team, responsible for overall graphic design of the Hana 1Q app and website — including buttons, icons, and event visuals.

Web Designer 11.2020 – 01.2022
[Connecti](#)
Designer at a venture capital company, creating BI/CI designs, IR decks, business plans, advertising content, websites, and app UX/UI designs for its various affiliated companies.

UXUI Designer 08.2019 – 12.2019
[Supergate](#)
Responsible for the UX/UI design of a cashback e-commerce app, collaborating closely with PM and developers. Designed the app interface, conducted testing through to launch.

Web Designer 03.2019 – 08.2019
[Ra production](#)
Created design assets for advertising, digital marketing, and promotional materials, enhancing brand communication across multiple channels.

Design Projects

Whatssub × IBK card App 04.2026 – 08.2026
[Fintech App](#)
Planned and launched an in-app feature to manage, modify, and optimize subscriptions with tailored spending insights. Spearheaded weekly strategic collaboration with IBK Card to design partner features that actively converted cardholders into active Whatssub users.

Kidney Mate App 07.2025 – 10.2025
[Health care App MVP](#)
Developed the MVP for Kidney Mate, a health management app for patients with kidney disease and diabetes. Applied UX methodologies such as user research, interviews, and UT to design a patient-centered dashboard and core user experience based on real user needs.

PayPal App 06.2025 – 07.2025
[Fintech App Redesign](#)
Together with the design team, I led an end-to-end redesign of the PayPal global app to strategically build user trust through AI chatbot-driven navigation innovation and a transparent remittance system.

Education

Blossom UX School
500+ hours UX Bootcamp
04.2025 – 10.2025
[London, UK](#)
Product Design, UX/UI Design, User Research, Wireframe, Prototyping, Product Strategy, Information Architecture, Product Structure

Kyunghee university
Degree Bachelor of art
03.2010 – 02.2014
[Seoul, Korea](#)
Drawing, Oil on painting, Ink pen on paper, Installation art, Media art, Exhibition

Skills

- Figma, Figjam
- XD, Sketch
- Zeplin
- Data Visualization
- UX Research
- Usability Test
- UX Thinking
- Slack, Notion
- Photoshop, Illustrator
- Html+CSS
- Mid Journey, Veo3
- Webflow, Wix, Procreate

Language

- Korean
- English

Design Projects

SoFi Responsive Website

04.2025 – 05.2025

Bank Responsive Web Redesign

Redesigned the responsive landing page of SoFi, a U.S. mobile banking service, from the hero section to the footer. Applied the ADIA (Attention, Interest, Desire, Action) framework to enhance user engagement and create a more compelling homepage experience.

Hana Bank

06.2022 – 08.2024

Bank · iQ App · Mobile · Web

As part of Hana Bank's UX/UI Operation Team, I was responsible for designing and updating visual assets across multiple digital products — including the main iQ app, internet banking, Hi-Chatbot, iBuja, and Hana Money. In line with the company's design guidelines, I refreshed product visuals and created event pages in response to evolving planning concepts.

Travut

06.2022 – 07.2022

Travel App Redesign

Redesigned Travut, a travel companion app connecting travelers with local guides, improving the profile page and filtering experience by region, language, and price for a more intuitive user experience.

Mixq

03.2022 – 05.2022

Music App MVP

Developed an end-to-end MVP for a DJ music streaming and community app addressing the lack of platforms that reflect the preferences and emotional needs of users who enjoy EDM alone. Designed the product concept and UX to foster connection and engagement within the growing EDM market.

Finnq

01.2022 – 03.2022

Fintech App Redesign

Redesigned the Finnq app, a personal finance platform for users from beginners to experts. Applied user research, prototyping, and usability testing to improve goal-setting and spending insights, enhancing user motivation for financial growth.

Test-nation

07.2021 – 09.2021

Education Responsive web Redesign

Redesigned the website for Test-Nation, a U.S. study abroad consulting academy, optimizing five program pages with clear CTAs and data-driven visuals to improve readability and increase inquiries.

Colosseum

04.2020 – 06.2020

Game Community App Freelancer work

Led the app design for Colosseum, a PC game community platform, collaborating with the planner to analyze the IA and design new mobile pages that improved the overall user experience.

Tesla

04.2020 – 05.2020

Tesla mobile Web Redesign

Redesigned the mobile view of Tesla's responsive Korean website, enhancing the car exploration and ordering pages with a dynamic 360° vehicle model. Conducted A/B testing, which demonstrated increased user engagement through interactive design.

Impac

01.2020 – 04.2020

Travel Responsive web Freelancer work

Redesigned the responsive website for global travel agency IMPAC, aligning with its international expansion strategy. Designed key user flows including login, country-specific content pages, accommodation booking, and the My Page dashboard to enhance the overall user experience.