

WORK EXPERIENCE

○ **SoFi**
Dec 2020 - May 2023

SENIOR PRODUCT DESIGNER

- Designed an end-to-end financial marketplace product experience from ideation to implementation, resulting in improved user satisfaction and boosted revenue.
- Collaborated closely with PMs and UX researchers to gain deep insights into user needs and behaviors, conducting usability tests to validate and refine design solutions.
- Tracked key success metrics post-launch, enabling the continuous delivery of effective design strategies for product growth.

○ **Kidaptive**
Oct 2018 - May 2020

SENIOR UX DESIGNER

- Responsible for creating a holistic user-centered experience for SaaS platform users to leverage the best use of the platform.
- Transformed data into meaningful visualizations to help users access relevant insights efficiently.
- Partnered with Product Managers, Engineers, and Learning Scientists to oversee the user experience of a product from ideation until launch.

○ **Kidaptive**
Dec 2013 - Oct 2018

UX DESIGNER

- Renewed the corporate website with a new visual style and branding to show product value to the visitors.
- Designed multiple ways to show learning outcomes from various learning products to stakeholders such as learners, parents, teachers, and administrators.
- Provided design solutions to localize products to the Korean market to provide compelling experiences by conducting user research and interviews.

○ **WayForward Technologies**
Aug 2012 - Apr 2013

UI ARTIST

- Created user interfaces for Build-a-Bear Workshop and Duck Tales
- Designed wireframes, UI layouts, and developed in-game UI assets

EDUCATION

○ **Carnegie Mellon University**
Aug 2010 - May 2012

MASTER OF ENTERTAINMENT TECHNOLOGY

Focused on interdisciplinary teamwork and innovation

○ **Sungshin Women's University**
Mar 2003 - Feb 2008

BACHELOR OF ENGINEERING

Major: Digital Contents, Minor: Multimedia

Interdisciplinary degree from the departments of computer science and art

SKILLS

User-Centered Design
Interaction Design
Prototyping
Usability Testing
Information Architecture
Design Thinking

TOOLS

Figma
Sketch
Adobe Illustrator
Adobe Photoshop
Adobe Xd
Invision

AWARD

The Tornado Award May 2012
Presented by the CMU ETC

The student who goes against the existing parameters and limitations of our industry and makes an impact.