



Shinyoung You

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Senior UX Designer with 9+ years of experience, passionate about creating innovative services, and has a proven track record in fintech and blockchain technology

EXPERIENCE

Senior UX Designer | Amazon (contract)

JUN. 2024 – PRESENT

Partnering with global teams of product managers, engineers, and other designers to enhance the customer shopping experience for **Amazon Books** and comics focused on the Japanese Marketplace and improving rewards programs to be more competitive and beneficial.

Senior UX Designer | Samsung Electronics

MAR. 2016 – OCT. 2023

Led user experience for several products at Samsung, solving complicated challenges and demonstrating user-centered design solutions. My contributions have enhanced user satisfaction, increased usage metrics, and successful product innovations in multiple markets. Promoted to Senior UX Designer in Jan 2022.

Notable work includes the following:

Samsung Wallet · Samsung Blockchain

Collaborated with cross-functional teams to develop user-centric product timelines and revamped the design strategy to integrate digital assets, enabling users to track cryptocurrency values directly within their portfolios. Following the launch of Samsung Wallet in Korea, nearly 7% of users have connected to at least one external exchange.

Guided the design and development of task flow to optimize the payment workflows for smartwatches and foldable devices, delivering a seamless user experience and boosting customer satisfaction.

Samsung Pay

Enhanced user experience by partnering with teams in China, India, and the US to create design principles through iterative feedback. Validated wireframes against internal guidelines to ensure consistency and efficiency, leading to a 10% increase in app usage time and 9% user growth in China and the US.

Leveraged user research and usability testing to implement design updates, supporting the global launch of Samsung Pay and related payment services across 24 markets. This resulted in processing over 1.3 billion transactions within three years, reaching the milestone in August 2018.

Designed a new user interface integrating local QR/barcode payment services for China and India, driving a surge of approximately 15% in weekly active users.

Usage Data Research (Project team)

Utilized extensive usage data analysis of Samsung products to reveal user behavior insights and drive design decisions, contributing to several proposals that improved user experience and increased overall product usage time.

Software Engineer | Samsung Electronics

JAN. 2014 – FEB. 2016

Performed comprehensive quality assurance testing on applications and services for Samsung mobile products. Conducted market analysis and user research to identify and address usability issues, enhancing quality and satisfaction.

PATENTS

“Payment method and electronic device for performing same”

Publication of US20190156325A1, May 23rd, 2019

“Electronic device and operating method thereof”

Publication of KR20180027886A, March 15th, 2018

EDUCATION

Bachelor of Science in Engineering, **Information and Industrial Engineering** | Yonsei University

FEB. 2014

STRENGTHS

Designing Tools: Figma, Sketch, Adobe Creative Suite

Programming Languages: HTML/CSS, SQL, Java, Python