

Experienced Senior UX Designer with 9+ years in product design and creating innovative services.
Proven track record of leveraging data-driven insights to optimize product management.

EXPERIENCE

Senior UX Designer | Amazon (Contract) JUN. 2024 – PRESENT

Enhancing the holistic Books shopping experience on the Amazon web page and applications to facilitate customers in finding and purchasing their next books more conveniently.

Improved interaction designs for the customer shopping experience at Amazon Books and Comics, focusing on the Japanese Marketplace, enhancing competitive rewards programs and overall usability.

Senior UX Designer | Samsung Electronics MAR. 2016 – OCT. 2023

Innovated user-centered design solutions for Samsung mobile products, solving complicated challenges. My contributions have created a compelling user experience, increased usage metrics, and led a successful product launch 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 align product planning and revamp service design, allowing users to track cryptocurrency values directly within their portfolios. Following the launch of Samsung Wallet in Korea, nearly 7% of users connected to at least one external exchange.

Crafted design visualizations and prototypes to optimize the payment workflows for smartwatches and foldable devices, delivering a seamless experience and task efficiency.

Samsung Pay

Established design principles with global teams by iterating on information architecture and validating wireframes 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 data and managed design updates for the global launch of Samsung Pay and related payment services across 24 markets, resulting in over 1.3 billion transactions processed within three years, significantly driving user engagement and adoption.

Implemented a new user interface incorporating local QR/barcode payment services for China and India, leading to a significant 15% increase in weekly active users and elevated user retention.

Usage Data Research (Project team)

Improved user experience and increased overall product usage time through in-depth usage data analysis, contributing to several proposals that drove design decisions.

Software Engineer | Samsung Electronics JAN. 2014 – FEB. 2016

Executed comprehensive quality assurance testing on applications and services for Samsung products. Conducted market analysis and usability testing to identify quality issues, enhancing user 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