

YELIM JOANNE HONG

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Summary

Product Designer leading UX research and design for complex, AI-powered products at scale. I love listening to and observing users, then turning what I learn into experiences that feel intuitive. I own end-to-end design, from early concepts and prototyping to final specifications, partnering closely with product, engineering, data scientists, and research to ship impactful products.

Experience

Workiva

Los Angeles, CA

Senior Product Designer

05/2024 - 11/2025

Cloud platform for financial, audit, risk, and GRC & ESG compliance.

- **Led end-to-end 0→1 design of a complex enterprise SOX audit & compliance platform**, compressing onboarding from weeks to minutes with 80–95% task success across core workflows.
- Defined the UX strategy for **multirole evidence management workflows, including AI-enabled automated sampling**, matrix testing, and audit file management.
- Unified fragmented legacy workflows into a scalable platform through close partnership with product, engineering, research, and audit subject-matter experts.

VMware

Los Angeles, CA

Senior Product Designer

04/2022 - 01/2024

Dev platform that helps organizations build, run, and manage cloud-native applications on Kubernetes.

- Managed the design vision and execution for Tanzu Application Accelerator, aligning portal and IDE workflows to remove setup friction, **accelerate application delivery, and enable up to 18× increases in release frequency**.
- Defined UX strategy with product and engineering for a unified path to production, adopted by Fortune 500 customers.
- Helped **enable platform outcomes including 48% faster app delivery, 30% fewer developer hours**.

Beyond Limits

Glendale, CA

Lead Product Designer

07/2019 - 04/2022

AI software for decision support and optimization in complex industrial systems.

- **First UX lead hired for Refinery Optimization Advisor**, led and executed the end to end design and user research, enabling a **17% efficiency gain and launching the company's first profitable AI product**.
- Analyzed complex operational workflows in partnership with PMs and Data Scientists, translating insights into high-impact product recommendations that guided strategic decision-making and prioritization.

United States Postal Service

Washington, DC

UX Design Manager

06/2016 - 07/2019

Advanced Analytics Division

- Managed and mentored a team of three UX designers delivering enterprise analytics tools used by leadership across multiple USPS organizations; explored research, workshops, and proof-of-concept through MVP design in close partnership with cross-functional stakeholders.

Intel

Santa Clara, CA

Senior UX Researcher

06/2013 - 06/2015

Product Innovation Group

- Led large-scale UX research projects for Intel's key UX initiatives. I have collaborated with UX product teams and corporate marketing stakeholders to lead the UX research roadmap and incorporate research findings to all stages of product development life cycles to set product strategy.

Various Companies

Los Angeles, CA

UX Design Consultant

05/2012 - 05/2013

McDonald's Corp., Root Inc.

- I worked as a design consultant on various UX design and research projects to redefine customer experience. Projects included user research interviews and observations, the creation of user persona and journey maps, UX concepts, and wireframes.

Education

Illinois Institute of Technology	Chicago, IL
Masters in Human Centered UX Design	05/2012
ArtCenter College of Design	Pasadena, CA
Bachelor's Degree in Industrial Design	12/2004

SKILLS

 User-Centric Design Skills • Systems Design & Complex Workflow Modeling • Design Strategy & UX Vision • Design Storytelling & Stakeholder Communication • Cross-functional Collaboration (PM, Engineering, Data) • Sketching & Concept Exploration • User Flow & Flow Diagram Design • Information Architecture (IA) • Interaction Design • Wireframing • Low- to High-Fidelity UX Mockups • Responsive Web Design • Prototyping (Low to High Fidelity) • Mentorship and coaching	 AI & Data-Informed Design • Designed AI-assisted workflows and decision-support systems for complex enterprise products • Translated ML-driven insights into intuitive, explainable user experiences • Collaborated with data science and engineering teams on AI-powered features	 UX Research & Discovery Skills • User Interviews • Qualitative Research • Usability & Concept Testing • Persona Development • Journey Mapping • Workshop Planning & Facilitation • Surveys & Quantitative Feedback • Competitive Analysis • Research Synthesis & Insight Translation
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Languages

English	Native	●●●●●	Korean	Native	●●●●●
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