

Sujin(Ella) Yoo

Product Designer · UX/UI Designer

PORTFOLIO | PDF | FIGMA

INFORMATION

Location : Seoul, South Korea
(Open to remote & on-site in Melbourne)
Email : dbtnwls792@gmail.com
Phone : +82 10 6553 0460
Link : [web portfolio](#) / [linkedin](#)

SKILLS

Product & UX

- End-to-end product design (discovery → launch)
- Interaction design, user flows, IA
- Design systems(components, design tokens)

Research & Analysis

- User interviews, VOC analysis, UT
- Survey design & basic statistical analysis (ADsP)

Tools/AI

- Figma / Illustrator / Photoshop / After Effects
- Notion, Slack, ChatGPT, GenAI(Nano Banana, ComfyUI), Claud(Code/Design)

experienced integrating AI tools into the design workflow

EDUCATION

Hongilk University (Graduate School)
M.A. Interaction Design
| 2024 Mar - 2026 Aug

Sejong University
B.A. Industrial / Product Design
| 2016 Mar - 2020 Feb

RECOGNITONS

2024 OPIc English – IH
2024 CES ‘Best of innovation’
2022 IF design awards
2019 DDP Design Fair

SUMMARY

Product Designer with ~4 years of experience designing end-to-end UX for AI-powered products, mobile apps, and data-driven services. Translate complex system behavior into intuitive user experiences — from research and IA to high-fidelity UI and design systems. Comfortable working across ambiguous 0→1 problems and scaling existing products in cross-functional, global team environments.

WORK EXPERIENCE

Vookie | Product Designer

Jan 2026 –

MARATHON PLATFORM — END-TO-END 0→1 DESIGN

Led end-to-end product design for Runit, an integrated marathon platform connecting runners and race organizers. Defined service direction through user research (4 runners, 2 operators), designed registration flows, IA, and admin system across iOS app and web. Launched P1 — validated market demand with 11,300 registrations. Built a dual-platform design system with shared tokens and intentionally differentiated visual languages per user context.

10minds | UX/UI Designer

Oct 2020 – Jun 2024

MOTION PILLOW APP & GLOBAL WEBSITE

Improved onboarding and product understanding for new customers by redesigning the core AI-powered sleep-care app and global marketing site. Mapped end-to-end flows for onboarding, sleep-data visualization, and device settings, then crafted high-fidelity UI for mobile and web so users in multiple markets could set up the IoT device, read their sleep data, and understand the product value without additional support.

CROSS-PLATFORM DESIGN SYSTEM

Accelerated feature delivery and reduced UI inconsistencies by building and maintaining a cross-platform design system for app and web. Standardized color, type, spacing, states, and components and aligned them with front-end implementation, enabling the team to reuse patterns and keep the overall experience consistent.

Start Up(S&ID) | Web & Brand Designer

Oct 2016.10 - Nov 2017

B2B WEBSITE & DATA-HEAVY DASHBOARDS

Improved decision-making for partners and internal stakeholders by redesigning a legacy B2B site and data-heavy dashboards. Reorganized the corporate site around services and case studies and simplified financial/data dashboards (incl. KB Bank) with clearer hierarchy, grouping, and filters so key information is faster to find and easier to explain in sales conversations.