

EXPERIENCE

Hanwha AI Center

San Francisco, CA

Product Designer | UX Strategy & Growth

July '25 - Present

Leading end-to-end product design for a 0→1 AI-powered Personal CFO platform, defining product vision, user journeys, and MVP strategy for financial wellness.

Synthesized insights from 25+ surveys and 8 interviews to define MVP priorities, uncovering unmet needs around budgeting, financial literacy, and long-term planning.

Designed AI-guided financial coaching and decision-support experiences that translated complex financial data into personalized, actionable recommendations.

PIF Holdings

New York, NY

Product Designer

June '23 - July '25

Led design and launch of a 27-page website for PXP, a European payment infrastructure platform, translating complex financial content into a scalable design system that drove 53.7% user growth and 11.8% higher engagement within six weeks.

Reduced prototyping time by 40%+ through systematic component architecture, allowing the team to iterate faster on complex web layouts.

Enkostay

Seoul, Korea

Product Designer (Freelance)

Nov '24 - Feb '25

Led end-to-end mobile UX for a high-consideration housing marketplace, owning the full design process from user flows and wireframes to high-fidelity prototypes for iOS booking, discovery, and payment surfaces.

Simplified complex reservation and payment flows through iterative, data-driven UX decisions, increasing iOS conversion from 4.3% to 20.3% (5x higher than web), contributing to 525 bookings and \$1M revenue within four months of launch.

Partnered cross-functionally with 2 PMs and 2 engineers to ensure pixel-perfect execution and rapid feature delivery, supporting 1.1M MAU growth.

Defined the product's core JTBD framework and mobile strategy for foreign visitors and long-term residents navigating housing decisions in unfamiliar cities.

Cogni Inc.

New York, NY

Product Design Intern

Feb '23 - May '23

Redesigned KYC onboarding in a highly regulated fintech environment, increasing completion rates by 24%.

Designed budgeting and financial wellness experiences focused on clarity, accessibility, and trust.

Collaborated with product and engineering teams to translate complex financial requirements into intuitive mobile experiences.

TOOLS/SKILLS

Figma, Adobe CC, Framer, Webflow, Midjourney, Relume, HTML & CSS, Lovable

Product: 0→1 Product Design, Product Strategy, Interaction Design, Design Systems
Research: Mixed-method Research, User Interviews, Usability Testing, Data Analysis, JTBD, Behavior Analysis

EDUCATION

New York University

M.S. Integrated Design Media

GPA 3.8/4.0 | Two full-year scholarships

University of Maryland

B.S. Information Science

GPA 3.7/4.0 | Cum Laude