

CHAE EUN LEE

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 chebchebdesign.com

EXPERIENCE

Hanwha AI Center

San Francisco, CA

Founding Product Designer

July '25 - Present

Leading the product strategy and end-to-end design of a 0→1 AI Personal CFO, partnering with product leadership to define vision, MVP scope, and decision-making frameworks for the next generation of financial wellness.

Defined product direction through mixed-method research, synthesizing insights from 25+ surveys and 8 interviews to uncover behavioral patterns, prioritize opportunities, and validate product hypotheses.

Designed explainable AI experiences that transformed fragmented financial data into personalized guidance, balancing automation with user trust in a highly sensitive domain.

PIF Holdings

New York, NY

Product Designer

June '23 - July '25

Led end-to-end product design across multiple enterprise digital products, partnering with cross-functional stakeholders to define information architecture, user journeys, and scalable design systems for fintech, healthcare, and advisory businesses.

Drove 53.7% growth in active users and an 11.8% increase in engagement time by redesigning PXP's digital experience and launching a scalable 27-page platform within six weeks.

Built reusable component architecture that reduced prototyping time by 40%+, enabling faster iteration and consistency across multiple products.

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