

Hyeon Su (Chris) Kwon | Product Designer

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Product designer with 3+ years building 0 to 1 B2B platforms end to end, from operational workflows to data-dense interfaces. Advertising and media background paired with reporting and measurement tooling, design systems, and AI features people can trust.

EXPERIENCE

WelcomeScreen | *Founding Product Designer*

May 2024 - Present | Palo Alto, CA

B2B SaaS platform for short-term rental operators, with guest-facing experiences on mobile and TV.

- Owned end-to-end design across the operator web console, mobile guidebook, and TV, extending one design system across 4,500+ properties in 35 countries and 1M guest impressions annually.
- Built a self-serve workflow that let operators upload their own creative and publish it to the in-home TV as ads, affiliate QR codes, or paid local offers to earn revenue.
- Designed AI features, a guest concierge and local recommendations, pairing generative output with a review and approve step before anything reached guests, adopted by 35%+ of operators.
- Researched through 100+ user interviews, usability sessions, and usage data across 850+ operators, turning data driven findings into roadmap decisions that held retention near 86%.
- Prototyped feature concepts in Figma, Claude Code, and Cursor, testing interactions and iterating on feedback while collaborating with the CEO, CTO, and 4 engineers to align before build.

ZoneSage | *Founding Product Designer*

August 2023 - December 2024 | San Francisco, CA

B2B financial operations platform for multi-property operators. (Same founding team; sunset to focus on WelcomeScreen)

- Led end-to-end UX spanning onboarding, transaction review, and reporting, working with engineers to translate backend data pipelines into interfaces non-technical operators could act on.
- Designed data-dense dashboards and review queues that unified transaction data from multiple banks into one interface, reducing manual reconciliation for operators processing thousands of records monthly.

Horizon Media | *Business Solutions, Strategy (Mayo Clinic)*

August 2022 - September 2023 | New York, NY

- Managed a \$30M multi-channel media budget across TV, digital, social, and podcast, tracking weekly campaign performance against targets through complex attribution and measurement systems.
- Distilled dense campaign performance data into executive-ready reporting for Mayo Clinic's C-suite, driving monthly budget optimization and creative decisions.

EDUCATION

University of California, Davis. *B.A. in Design / B.A. in Communication*

SKILLS

Design - End-to-end product design, 0 to 1 product design, Data-intensive interfaces, Complex workflow design, Design systems, Accessibility, Interaction design, Visual design, Data visualization, AI feature design, User research, Rapid prototyping

Tools - Figma, FigJam, Claude, Claude Code, Cursor, Magic Patterns, PostHog, Adobe Creative Suite, Jira, Framer

Language - English (fluent), Korean (native)