

Jinsoo An

Product Design Leader—multifaceted trailblazer who establishes product vision, designs multimodal products & advocates for innovative practices

jinsooan.com / hello at jinsooan dot com

Work Experience

Instacart

Contractor, Staff Product Designer, Connected Stores & Caper AI

San Francisco, CA & New York, NY USA (Remote & On-site) : 2022 – Present

- Executed & led projects by serving as liaison between Product Design, Industrial Design & Product Management teams & supporting 8 key workstreams within Connected Stores group w/ goal of rapidly deploying B2C omnichannel solutions for grocery chains & diversifying Instacart offerings
- Defined product design vision & foundations, user feedback guidelines (visual, auditory & haptic) for Caper Cart (smart shopping cart powered by AI) & Counter (self checkout kiosk powered by AI)
- Designed & supported UX & UI of Caper Cart SW to improve ease of use, efficiency, adoption & performance by working closely w/ engineers (SE, HE & ME) & having deep understanding of strengths & limitations of CV & sensor technologies
- Supported ID (appearance, colorway, ergonomics, durability & manufacturability) of Caper Cart Model 3 & its family of products
- Designed, prototyped, tested & then deployed Carrot Tags (Electronic Shelf Labels) & "Scan & Pay" to market
- Negotiated w/ Director of Product & PMs to define & prioritize features & OKRs
- Partnered w/ directors of design & product to get buy-ins from IC leadership & executive teams incl. CEO, COO, Co-Founder & Global Head of Design
- Led initiatives to implement innovative methods & expand capabilities around design, product & research using eye tracking, 360 image capture, VR prototyping & frameworks for improving delight & trust
- Conducted diverse field research & workshops around retail environment, bagging & sound design
- Other owned projects incl. retailer & staff guidelines, wayfinding & signage design, brand architecture for retail partners
- Elevated team growth & cohesion by facilitating collaboration between internal & partner teams as well as workshoping, coaching & mentoring

Outcome

- Successfully deployed Connected Stores omnichannel products to major retailer chains from idea to launch in 3 mo.
- Engaged retail partner stakeholders & received sign-off & growing support on various projects that impacted in-store experience, service design & co-branding
- Directly praised by CEO Fidji Simo, VP of Platform Growth & Tech, Director of Design in group-wide emails for execution of Connected Stores demo

- Received avg. rating of 9.4 out of 10 by team members in 360 peer evaluation assessing areas incl. excellence, collaboration, communication, independence, project management, participation, attitude & responsiveness
- Was selected into initial 40-member skunk works team led by VP of Platform Growth and Technology David McIntosh & Co-founder Brandon Leonardo
- Initial contract of 3 mo. was extended to 9 mos. as result of high performance
- Work was featured on WSJ, The Verge, Fast Company, Business Insider, TechCrunch, VentureBeat, Engadget, Adweek, The Spoon plus 120 additional outlets

Google

Contractor, Sr. Product Designer, Google Store
Palo Alto, CA USA (Remote) : 2022

- Led design effort behind creation of product demos for Google Pixel 6, Pixel Buds Pro, Pixel Buds A-Series & Google Pixel Watch w/ goal of tactfully communicating core product features, values & how they work together
- Translated technical features into beautiful, easy-to-understand vignettes that are complimentary to existing Google branding
- Collaborated w/ team of creatives & strategists to develop optimal interaction, creative direction, storytelling methods & vignettes that provide context-driven narratives around Google mobile ecosystem

Outcome

- Work was acclaimed by Google team & then later integrated into product landing pages on Google Store—which had major influence on user engagement as well as how products are promoted & communicated

Google

Contractor, Product Design Lead, Ads Marketing
Palo Alto, CA USA (Remote) : 2021

- Designed destination for CI, stats, tools & trends—that supports, educates & inspires marketers & business owners who bring in \$38 billion in revenue
- Explored & evaluated hundreds of design options, communicated their trade-offs & then quantified them based on measurable benchmark
- Responsible for overseeing & delivering: bullet-proof design solutions & functional prototypes w/ improved navigation & findability; phased feature rollout plan; deliverables incl. 300-page guidelines, strategic design decks, wireframe & user flows; localization support for 20 regions
- Hyperfocused on micro-interactions based on hundreds of reiterations of UI components to increase engagement, user efficiency & browser performance—by working closely w/ front & back-end SW engineers

- Created advanced Figma design system that adheres to design guidelines for Google & Material Design as well as accessibility standards e.g. WCAG & GAR
- Simultaneously produced design deliverables & managed team of jr. & mid-level designers through constructive design critique, team exercises & 1:1 mentoring
- Improved findability & discoverability based on marketer behaviors & user testing
- Managed delivery timeline & lobbied for resources based on obstacles & LOE req.

Outcome

- Turned the tide on client satisfaction after few weeks of work w/ systematic design solutions backed w/ research & strategy
- Convinced clients (Google managers & agency design leadership) all the way up to their key stakeholders (Google group directors & directors) to execute proposed design by becoming SME of UI components & owning new design system
- Improved quality & quantity of output & team collab. despite challenges of working remotely—leading to project extension from 2 mo. to 9 mo.

Hyundai Motor

Contractor, UX Lead, Brand Communications

Los Angeles, CA USA & Seoul, S. Korea (Remote): 2021

- Designed Hyundai Artlab—digital archive for contemporary art & culture—by guiding agency team of designers, strategists, project managers & client stakeholders w/ suitable design methodologies
- Led series of collaborative workshops that helped team to evolve ideation into tangible design directions & realign team members on appropriate design process
- Facilitated client interaction between teams in US & Korea to improve cross collaboration & communication while eliminating "lost in translation"
- Identified & incorporated suitable design workflows & deliverables based on project requirements, timeline, available resources & committed deliverables

Outcome

- Addressed client's immediate needs 2 weeks ahead of schedule, which motivated agency team to focus on solving core problem
- Navigated team through tough roadblocks & ambiguity by implementing Zoom-optimized design exercises & workshops during lockdown
- Improved team's ability to tackle design problems & address stakeholder's feedback through structured design sprints

Nike

Consultant, Product Manager, Global Digital Innovation

Beaverton, OR USA (On-site) : 2020

- Developed forward-thinking platforms that leverage digital services & retail footprint to build community around fitness—w/ goal of diversifying Nike's business model & disrupting health / wellness market
- Designed proof-of-concept of integrated products & services as well as playbook containing multi-year vision, roadmap, framework & strategies
- Led & equipped lean team of designers, strategist, CDs & project manager w/ product innovation methods, workshops & exercises that encouraged momentum, open collaboration & sense of direction

Outcome

- Product concepts were evolved into pilot programs & then launched as mobile apps in Nov 2021. They incl. Nike Training Club: Fitness (app refresh of NTC) in 12 countries; NTC Live (premium subscription/feature within NTC) in US, UK & JP; Nike Athlete Studio released worldwide
- App rating: NTC: Fitness received 4.9 out of 5 on Apple App Store & 4.5 on Google Play; Athlete Studio received 4.9 on Apple App Store & 4.8 on Google Play
- Transformed client's open-ended direction into solid creative & strategic vision that galvanized innovation group & their stakeholders
- Delivered project on time & surpassed client's requirements
- Received excellent remarks by client on thoughtfulness & level of depth

Food Lab Accelerator at Google (FLAG)

Product Owner, Supply Chain Management

Palo Alto, CA USA (Remote & On-site) : 2019 – 2020

- Developed open-sourced, global agrobiodiversity framework for growers, processors & manufacturers that build trust & accountability within data sharing to promote positive social impact in food system
- Bridged key industry leaders, partners & non-profits to develop new programs & pilots that facilitate data sharing & transparency
- Architected blueprint for scenario planning, AI equity algorithm, blockchain-based traceability & assessment tools—to be used by key industry players in food system

Outcome

- Facilitated 50+ industry-leading stakeholders towards unified vision & orchestrated actionable items w/ use of product management process
- Adapted playbook & framework into global pilot programs that countered against lack of sharing of data across key players in supply chain system & shortage / oversupply due to COVID-19

British American Tobacco

Consultant, Technical Product Manager, Strategic Science & Technology

London, UK (Remote & On-site) : 2019

- Led development of POC of health-conscious HaaS platform as alt. to combustible products using speculative design process & entrepreneurial approach
- Designed system that combines multisensorial HW & consumable w/ mobile app, online service, retooled supply chain & distribution network to achieve horizontal integration & high-volume growth
- Managed & prioritized product features that improve psychological well-being of consumers based on wide range of social contexts & research
- Developed playbook for R&D team, which packages product concepts, consumer applications, platform architecture, active-ingredient formula, tech assessment, market analysis, monetization, strategic partnerships, CI, visual storyboards, etc.
- Managed & prioritized product features that improve psychological well-being of consumers based on wide range of social contexts & research
- Developed playbook for R&D team, which packages product concepts, consumer applications, platform architecture, active-ingredient formula, tech assessment, market analysis, monetization, strategic partnerships, CI, visual storyboards, etc.

Outcome

- Developed playbook for R&D team that packages product concepts, applications, platform architecture, active-ingredient formula, tech readiness assessment, market analysis, monetization, strategic partnerships, CI, visual storyboards, etc.
- Work persuaded executives to commit to proposed global vision leading to investment of hundreds of millions of dollars, increase in budget allocation for R&D group & major shift in corp. strategy
- Work was later evolved into engineering prototypes & product trials in test markets in Asia over the course of several yrs.

LG Electronics

Consultant, Product Manager, Digital Display
Seoul, S. Korea (Remote & On-site) : 2018

- Developed series of product concepts, vision, strategies & revenue models around home & wellness in next 5 to 10 yrs. for C-level executives—by converging LG's display tech w/ AI, big data, blockchain, voice interface & sensors
- Led & conducted extensive research on home environment by analyzing spatial & social interaction, media consumption, space utilization & movement of typical households in US & S. Korea
- Evaluated key concepts & features during PD process based on well-defined PRD, technology readiness, LOE, collection of CI based on stats, surveys & trends reports
- Conducted surveys, contextual inquiries & focus groups to identify preferences, lifestyle & media consumption of target demographics incl. Millennials & Babyboomers

Outcome

- Proposed product concepts were presented to CEO for purpose of guiding long-term investment strategy for flat panel, IoT & mobile devices & smart appliances
- After being stress tested by engineers & executives, products were announced at CES from 20' through 23' & then launched as smart TV apps, HaaS subscriptions, consumer electronics & partnerships. They incl. LG Gallery Design TV; LG SIGNATURE Premium Service in N. America, S. Korea & Singapore; smart TV apps incl. LG LIVENow, LG IM HomeDance, LG Fitness, LG Channels, ADT home security monitoring app & AI Picture Wizard; LG StanbyME—wireless touchscreen TV on wheels

NFL : National Football League

Product Design Lead, Cross Platform, Digital Media Group
Culver City, CA USA (On-site) : 2016 – 2017

- Led by serving product design & mgmt. roles across mobile, web & connected TV as well as premium subscriptions, stadium exp., gaming & e-commerce
- Designed, prioritized & monitored feature enhancements & releases for 22 apps, 7 websites & 5 social properties across NFL ecosystem in US, Canada, UK, Australia & Mexico
- Worked directly w/ VPs of Product & Customer Exp., engineers, data scientists, editors, legal team, Verizon Wireless & franchise owners to: continuously identify opportunities; define & agree on PRDs; enhance & maintain product features; increase user engagement & acquisition towards qly. milestones
- Evangelized design process incl. fan-centric design method, overhauled design system, documentations [e.g. product playbook, UX design principles, etc.]
- Guided & coached jr-level product owners to ensure that proper product process was being exercised across teams via workshops, whiteboard sessions & job shadowing

Outcome

- Increased: mobile engagement by 300%; sign-up conversion rate for streaming subscription by 40%; usability & fan satisfaction of mobile, TV & event experiences by 20–30%; Apple App Store rating from 2.1 to 4.9 out of 5; signups for NFL GamePass by 24% leading to 32% growth in revenue; mobile live streaming views by 35%
- Recognized by Apple App Store & Google Play Store as editor's choice
- Exceeded every qly. KPI set by stakeholders during employment

Deutsch : Full-stack service agency for viral product

Experience Design Lead, UX Group
Los Angeles, CA USA (On-site) : 2012 – 2016

- Led design & prototyping of mobile apps & connected accessories that facilitate & increase repeat purchase of consumer goods in addition to providing social currency, cultural relevancy & virality
- Played key role in driving & finessing product concepts for: scent-enabled mobile game for Pop Secret, VW.com car shopping & owner exp., contactless ordering app for Taco Bell, mobile loyalty program for Target, shopping tool & account management app for T-Mobile (FKA Sprint), marketplace optimization for Nintendo eShop
- Designed digital campaigns & experiential activations that leverage BLE & NFC to nudge customer purchase & social content creation
- Guided teams to ensure that product narratives & value propositions are in alignment w/ UX, creative, strategy, planning, account & legal
- Served key role in shaping company culture by being ambassador to "maker" culture & generating excitement around innovation & creativity

Outcome

- Reached 1.4 million downloads for Taco Bell ordering app after 2 mo. & later rolled out to 6,000 restaurants across US
- Added 491,000 monthly subscribers & 501,000 postpaid subscribers, largest growth in 4 yrs. for Sprint
- Surpassed clients' target KPIs on 80% of all consumer-facing projects

Publicis Groupe (FKA Rosetta & Level Studios) : Data-driven agency

Sr. Experience Architect, Customer Experience Group
El Segundo, CA USA (On-site) : 2012

- Designed UX for streaming video & music services for Sony Entertainment Network, game marketplace for PlayStation Network, eSports platform for Activision Blizzard's Call of Duty: Elite & e-commerce site for Murad Skincare
- Implemented product features & strategies by analyzing user data & user testing results related to consumer's daily habits, metagaming & media/gaming culture

Outcome

- Increased: gamer retention by 30-40% for Activision Blizzard; digital purchases by 20-40% for Sony; ecommerce sales by 10% for Murad
- Expanded agency's capabilities by introducing human-centered design method

Iconmobile : German consultancy for mobile & car UI

Sr. UX Architect, UX Group

Santa Monica, CA USA (On-site) : 2011 – 2012

- Designed Google Pay mobile wallet—world's first NFC-enabled mobile payment platform for Android FKA Softcard which was later acquired by Google in 2015—& mobile sites for Microsoft Cloud, T-Mobile, Johnson & Johnson
- Performed complete usability benchmark & heuristic evaluation on BlackBerry OS based on defined tasks & attributes e.g. efficiency, findability, consistency, memorability, time perception, predictability, etc.
- Strong emphasis on mobility incl. understanding of physical environments; location-aware services; integration of sensors e.g. accelerometer, gyroscope & ambient light sensor; technologies e.g. QR code, BLE & NFC; convenience-related human factors related to task efficiency, habitual usage & indoor/outdoor visibility
- Cooperated w/ engineers from Berlin office & multilateral agency partners to ensure that product features are aligned w/ value props. & product marketing

Outcome

- Launched mobile wallet on Android as pre-installed app on selected models of new smartphones purchased through AT&T, T-Mobile & Verizon in US—reaching tens of millions of users
- Mobile wallet app helped Google Pay team to rapidly gain mass market & gain deep insights into fintech operations
- Improved customer satisfaction score for BlackBerry Torch by 10 to 20 points in usability

Designory : Interactive product marketing agency

UX Architect, Strategy Group

Long Beach, CA USA (On-site) : 2009 – 2011

- Designed & maintained OEM websites & mobile apps that facilitate full consumer purchase life cycle
- Delivered redesign & feature enhancements for digital touchpoints that account for pain points & preferences of potential & existing customers as well as business req. & operational workflows of both clients & partners e.g. dealerships
- Products incl.: electric, luxury, recreational, commercial & fleet vehicles (Audi, Infiniti, Nissan, Subaru), fitness apparel (Nike), home appliance (Bosch), health care (Quest Diagnostics, VCA Animal Hospitals), enterprise (HP)
- Led iterative design process by gathering & analyzing web analytics, customer surveys, field research & industry benchmarks as well as continuous tracking/monitoring of metrics on web & retail ops.
- Cooperated w/ product insight & data science teams to ensure all customer touch points to dealerships, retailers or hospitals are aligned w/ product/service features, marketing, localization & market segmentations

Outcome

- Increased: ownership satisfaction score for Infiniti USA website, owners portal & app exp. by 28%; RFQ lead gen conversion rate for Nissan Titan by 400% & Nissan NV200 by 200%—through complete site redesign
- Received Top 5 place in JD Power Manufacturer's Website Study in 2009 & 2010 for Nissan & Infiniti USA

- Successfully launched landing pages, vehicle configurator, owners portal & connected mobile app for Nissan Leaf, which led to 8.2 out of 10 in customer satisfaction score & 9,700 units in sales for first 14 mo. of release

Almer/Blank : Boutique agency for app & game development

Contractor, UX Designer

Venice, CA USA (On-site) : 2008 – 2009

- Completely designed interactive games & game mechanics from scratch: Dance Dance Revolution (DDR) for web & FB; Neopets Neohome—MMORPG-based open-ended home-building video game for kids AKA mesh-up of Pokemon & Sims purchased by ViacomCBS to compete against Disney's Club Penguin
- Designed & prototyped complete bundled DIRECTV app exp. for subscribers that packages: streaming live TV & pay-per-view, DVR scheduler & personalized TV guide for mobile apps, web, social & set-top box—for the purpose of demonstrating to executives & test viability of competing against Hulu
- Responsible for game design, UX, UI design, prototyping, research, user testing & asset production
- Implemented features for parental control, sign-up & in-game currency in accordance w/ COPPA

Outcome

- Increased avg. user engagement from approx. 15 min. to over 2 hrs. w/ introduction of Neopets Neohome during first 6 mo. of release
- Brought in hundreds of millions of dollars in revenue via in-game currency introduced in Neopets Neohome
- Tackled high-stakes projects in 2-member team by wearing multiple hats & working closely w/ SW engineer

Walt Disney Studios / Fox Corp. (FKA Fox Entertainment Group)

Intern, Solution Architect, Technology & Architecture Planning

Century City, CA USA (On-site) : 2007

- Designed, developed, configured, tested & deployed enterprise portals that manage internal knowledge base & process automation using SharePoint Server
- Developed automation scripts & custom themes using Visual Studio to improve maintainability & usability

Outcome

- Deployed portals for 5,000 employees across multiple business units within 3 mos. w/o bugs—becoming part of company's indispensable resource

Southern California Edison : Electric utility since 1886

Intern, Systems Analyst, Software Development & Maintenance; Solution Delivery

Rosemead, CA USA (On-site) : 2006 – 2007

- Performed redesign, user testing, QA & maintenance on customer-facing websites & enterprise portals for electric utilities co. that serves 15 million people across 50,000 sq. mi.

- Improved usability & efficiency of enterprise portals through methods outlined by Jakob Nielsen
- Audited internal IT systems for SOX-compliance
- Systems worked on include: customer portal for managing bills & smart meter; site for retrieving service & maintenance-related information; site for submitting customer survey & complaints; customer DB related to service usage, enterprise portals for business units & mission-critical ops.

Cal Poly Pomona

Student Employee, Media Lab Assistant, Studio Six,
Instructional & Information Tech.
Pomona, CA USA (On-site) : 2003 – 2006

- Provided on-site instructional & training services to students, faculty & staff related to digital learning content creation, multimedia production, Adobe software & management of BlackBoard remote learning system
- Created instructional guides & tutorials as well as hosting workshops related to web development & design
- Designed & maintained division website that adheres to brand & accessibility guidelines
- Served as system admin to manage & deploy software licenses, updates & security patches

Cal Poly Pomona

Student Employee, Web Designer, University Housing Services
Pomona, CA USA (On-site) : 2003

- Designed & maintained university website for student housing information & reservation system
- Maintained relational DB for storing student records & payment info

Spunknetwork : CNET competitor of dot-com

Web Designer

San Antonio, TX (Remote) USA : 2001 – 2002

- During high school, was invited by founder to join dot-com startup to design websites & produce interactive animations after portfolio was discovered on DeviantArt
- Was in charge of designing & developing ecosystem of websites for tech news, streaming videos, paid banner ad network & app development tools (e.g. Texturizer text editor) by collaborating w/ designers around globe

Valtech : Garage computer repair service

Owner

Kansas City, KS USA (On-site) : 1999 – 2001

- Self started small local business selling customized PCs, repairing & recovering data
- Sold customized high-end rigs for local businesses specializing video editing & architectural design
- Sold low-cost PCs based on Cyrix chip to families & elders w/ price that was 20% cheaper than budget PCs sold at retailers

- Performed data recovery & DB migration as well as upgrading legacy video rental checkout system & POS to modern standards complete w/ automation based on custom scripts, barcode scanning & thermal printing of receipts

Personal Project

Project Nourished : Mixed-reality eating enhancement

Founder & Inventor

- Designed & developed world's first VR exp. that combines HW & SW to provide multisensory stimulation (scent, haptic, visual & auditory feedback) & enhanced eating, drinking & drug administration w/ therapeutic benefits
- Led & managed crowdsourced team of 50+ SMEs e.g. scientists, chefs, architects, engineers, 3D artists, industrial designers, writers & fabricators to transform moonshot vision into reality—charting new path for emerging industry & generating interests for continued research
- Developed custom ARM-based microcontroller for MR hardware by working closely w/ electrical engineer
- Worked w/ computer vision (OpenCV) to identify food & mocap to detect motion as well as absolute & relative positioning of apparatus related to eating & drinking

As referenced by

Flavorful Bites in a Virtual Reality

Amelia Nierenberg
New York Times, 2020

Waking Up to Reality - Building a responsible future for immersive technologies

Accenture in collab. w/ G20 Young Entrepreneurs' Alliance, 2019

Gastrophysics: The New Science of Eating

Charles Spence
Penguin Random House, 2017

Augmented Human: How Technology is Shaping the New Reality

Dr. Helen Papagiannis
O'Reilly Media, 2017

Multisensory Packaging: Designing New Product Experiences

Carlos Velasco, Charles Spence Palgrave Macmillan, 2019

Context: The Effects of Environment on Product Design and Evaluation

Dr. Herbert L. Meiselman
Woodhead Publishing, 2019

Exhibitions

Future of Food Collection

Futurium
Berlin, Germany, 2019 – Present (permanent installation)

À table en 2030

Universcience Paris, France, 2016

+5 Antwerp à la carte

Museum aan de Stroom Antwerp, Belgium, 2016

GLOBALE: Exo-Evolution (curated by Peter Weibel)

ZKM Center for Art and Media Karlsruhe, Germany, 2015

Academic Research & Published Paper

Consumer Product Development with VR, AgroParisTech, 2016
Cat Cat Revolution: Interspecies Gaming Exp. (cited by 40 research), ACM SIGCHI, 2011

Speaking Engagements

Commencement Speech, CENTRO College for Design, Media & Film, Mexico, 2020
Festival Internacional Inmersiva funded by Mexico Federal Ministry of Culture, 2019
Impossible Foods, USA, 2018
TEDxTartu, Estonia, 2018
Google Food Lab Summit, USA, 2018 & 2017 CopenXrealities, Denmark, 2017
Givaudan, Switzerland, USA, 2016
Institute for the Future, USA, 2016
ArtCenter College of Design, USA, 2016
Google I/O Extended, Sony Computer Entertainment, USA, 2015
Google Glass Team, Google X, USA, 2014
Suprastudio (taught by Frank Gehry), UCLA Architecture & Urban Design, USA, 2014
TED Week, UCLA Anderson School of Management, USA, 2014

Mentoring

Program Advisor & Guest Instructor, Carnegie Mellon CMKL Thailand, 2021
Edu. Consultant & Workshop Instr., CENTRO College for Design, Media & Film, 2019
Mentor for MA Research, The New School for Social Research, 2019
Mentor for MFA in Environmental Design Thesis, ArtCenter College of Design, 2012
Mentor for MBA Thesis, USC Marshall School of Business, 2012

Community Involvement

Instructor, Creative AI Camp (for secondary edu.), CP Group, Bangkok, 2021
Guest Speaker, FIRST LEGO League - Robotics, N. Hill Elem. Sch., Rochester Hills, 2018
Guest Speaker, Belmont High School, Los Angeles, 2015
Local Organizer, Interaction Design Association (IXDA) Los Angeles, 2011-2012

Notable Broadcast Appearance

BBC Radio 4

Food Programme - Playing with Food: The world of video game gastronomy
Broadcasted & streamed in UK, 2019

Planète+ / Netflix

Rêver le futur: L'alimentation du futur (Dreaming of the future: Food for the future)
Syndicated in Europe, N. America & Asia, 2016-2018

Channel 5

The Gadget Show
Broadcasted in UK, 2016

Awards & Recognitions

1st Pl. Winner & Team Lead, Hololens Hackathon, Microsoft, Los Angeles, 2016
1st Pl. Winner & Team Lead, Extreme Wearables Designathon, Intel & ArtCenter, 2014
Best Brand Experience for VW.com, UX Award, 2014
The Webby Awards Nominee, 2014
FWA, 2015, 2014, 2013
Top 5 in JD Power Manufacturer's Website Study, 2009 & 2010
1st Pl. Winner of IT Competition (hosted by Cal Poly Pomona CIS Dept.), 2005

Skills

Accessibility – WCAG • GAR • Screen reader
Analytics & A/B Testing
Design Methods – Lean • Human-Centered • Design Thinking • Systems Thinking
Foresight Studies – Trend extrapolation • Strategic / normative scenario development
Infographics & Data Visualization
Languages – Read, write & speak fluently in English & Korean • Elementary Japanese
Localization Support
Project Management – Jira • Trello
Rapid Prototyping
Research Methods – Ethnographic • Cross-cultural • Heuristic eval. • Contextual inq.
User Testing Tools – UserTesting.com • Qualtrics • UsabilityHub • SurveyMonkey
UX, IxD & Wireframing – Figma • Sketch • Framer • InVision • InDesign

Education & Training

B.S., Business Administration w/ emphasis in E-Business
California State Polytechnic University, Pomona, CA

Cooper Interaction Design Practicum
Cooper U, San Francisco, CA