

Jinsoo An

Product Manager with expertise in cross-platform product design, consumer insights, innovation practice, emotional & sensory integration

jinsooan.com / hello at jinsooan dot com

Work Experience

Instacart

Contractor, Sr. Product Designer, Caper AI
San Francisco & New York, CA USA : 2022 – Current

- Confidential

Google

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

- Confidential

Google

Contractor, Product Design Lead, Ads Marketing
Palo Alto, CA USA : 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 scoring system
- 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 software engineers
- Created advanced Figma design system that adheres to Google & Material Design design guidelines & standards incl. accessibility 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 with 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 components & bridging system knowledge gap
- Improved quality of delivery/output, team collab. & remote workflow—leading to project extension from 2 mo. to 9 mo.

Hyundai Motor

Contractor, UX Lead, Brand Communications
Seoul, S. Korea : 2021

- Designed Hyundai Artlab—digital archive for contemporary art & culture—by guiding agency team of designers, strategists & project managers & client stakeholders using PD methodologies

- Led series of group sessions to collectively evolve ideation into tangible design directions & align team members on product-oriented 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 allowed agency team to focus on problem solving rather than fear of failure
- 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 : 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 and 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 : 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+ stakeholders towards unified direction from divergence & orchestrated actionable items w/ use of product management process
- Adapted playbook & framework into global pilot programs that accounted for COVID-19 & shortage/oversupply in global supply chain sys.

British American Tobacco

Consultant, Technical Product Manager, Strategic Science & Technology
London, UK : 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

- POC & playbook were integrated into internal pitch to C-level executives, innovation center of excellence & experiential installation
- 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 : 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 ID preferences, lifestyle & media consumption of target demographics incl. Millennials & Babyboomers

Outcome

- Proposed 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 & stakeholders, concepts were launched into myriad of smart TV apps, HaaS subscriptions, consumer electronics & partnerships from 2020–2022. They incl. LG Gallery Design TV; LG SIGNATURE Premium Service in N. America, S. Korea & Singapore; smart TV apps incl. LG LIVENow, LG 1M HomeDance & LG Fitness; LG StanbyME—wireless touchscreen TV on wheels
- Concepts were also integrated into CES 2020–2022

NFL : National Football League

Cross-Platform Product Design Lead, Digital Media Group
Culver City, CA USA : 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, Can., UK, Aus, Mex.
- Worked directly w/ VPs of Product & Customer Exp., engineers, data scientists, editors, legal team, Verizon Wireless & franchise owners to: continuously ID opps.; define & agree on PRDs; enhance & maintain product features; increase user engagement & acquisition towards qtlly. milestones
- Evangelized improved design workflow incl. fan-centric design method, complete design system, documentations (e.g. product playbook, UX design principles, etc.)
- Guided & coached entry-level POs to ensure that proper PD process was implemented across teams via workshops, whiteboard sessions & 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 and Google Play Store as editor's choice
- Exceeded every qtlly. KPI set by stakeholders during employment

Deutsch : Full-stack service agency for viral product

Experience Design Lead, UX Group
Los Angeles, CA USA : 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) : Data-driven agency

Sr. Experience Architect, Customer Experience Group
El Segundo, CA USA : 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 : 2011 – 2012

- Designed: enhancements for mobile apps e.g. Google Pay mobile wallet (FKA Softcard, later acquired by Google in 2015) & BlackBerry OS; mobile sites for Microsoft Cloud, T-Mobile, Johnson & Johnson
- Strong emphasis on mobility incl. location-based services; integration of QR code, BLE & NFC; convenience & human factors related to task efficiency, habitual usage & outdoor usability
- 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
- Improved customer satisfaction score for BlackBerry Torch by 10 to 20 points in key areas

Designory : Interactive product marketing agency

UX Architect, Strategy Group

Long Beach, CA USA : 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 dev.

Contractor, UX Designer

Venice, CA USA : 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 Neopets' 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/ developer

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

Intern, Solution Architect, Technology & Architecture Planning

Century City, CA USA : 2007

- Designed, developed, configured, tested & deployed enterprise portals that manage internal knowledge base & process automation for 5,000 employees across multiple business units using SharePoint Server

Southern California Edison : Electric utility since 1886

Intern, Systems Analyst, Software Dev. & Maintenance; Solution Delivery

Rosemead, CA USA : 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.
- Systems worked on include: customer portal for managing bills & smart meter; site for retrieving service & maintenance-related information; site for submitting customer survey & complaints; enterprise portals for mission-critical ops.; customer DB related to service usage
- Audited internal IT systems for SOX-compliance

Cal Poly Pomona

Student Employee, Media Lab Assistant, Instructional & Information Tech.

Pomona, CA USA : 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 and maintained division website that adheres to brand and 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 : 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 era

Web Designer

Pomona, CA USA : 2001 – 2002

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

Valtech : Garage computer repair service

Owner

USA : 1999 – 2001

- During highschool, started local computer customization & repair service
- Sold customized high-end rigs for local businesses specializing video editing & architectural design
- Sold low-cost PCs based on Cyrix chip to families & elders with 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

- 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

Exhibited In:

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 & Leadership

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

Local Organizer, Interaction Design Association (IXDA) Los Angeles, 2011-2012

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

Notable Broadcast Appearance

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

BBC Radio 4

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

Channel 5

The Gadget Show
Syndicated 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

Design Methods – Lean • Human-Centered • Design Thinking • Systems Thinking
Foresight Studies – Trend Extrapolation • Strategic / Normative Scenario Dev.
Infographics & Data Visualization
Languages – Read, write & speak fluently in English & Korean • Elementary Japanese
Marketing Science & Analytics
Project Management – Jira • Trello
Rapid Prototyping
Research Methods – Ethnographic • Cross-Cultural • Heuristic Eval. • Contextual Inq.
User Testing & A/B Testing Tools – UserTesting.com • Qualtrics
UX, IxD & Wireframing – Figma • Framer • InDesign • InVision • Sketch
Web Accessibility – WCAG • GAR

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