

# Jinsoo An

Korean American product leader with experience in cross-platform product design, UX, consumer research, emotional & sensory integration

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## Work Experience

### Google

Consultant, UX Lead, Ads Marketing  
Palo Alto, CA USA : 2021 – Current

- 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 with improved navigation & findability; localization support for 20 regions; phased feature rollout plan; design documentations e.g. implementation guidelines, wireframe, user flows, etc.
- 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 design resources based on obstacles & LOE required

#### Outcome

- Turned the tide on client satisfaction after few weeks of consulting 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
- Improved quality of delivery/output, team collab. & remote workflow—leading to project extension from 2 mo. to full yr.

### Hyundai Motor

Consultant, 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
- 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 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 Lead, Global Digital Innovation  
Beaverton, OR USA : 2020

- Crafted forward-thinking platform that leverages digital & physical to build community around fitness—w/ goal of diversifying Nike's business model & disrupting marketplace
- Designed proof-of-concept for integrated products & services as well as playbook containing multi-year vision, roadmap, strategies & framework
- Led & equipped lean team of designers, strategist, CDs & project manager w/ innovative methods, workshops & exercises that encouraged momentum, open collaboration & sense of direction

#### Outcome

- Transformed client's open-ended direction into solid strategic vision that galvanized innovation team & their stakeholders
- Delivered project on time & surpassed client's requirements
- Evolved product concepts into pilot programs & integrated into roadmap
- 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, Product Innovation Lead, Strategic Science & Technology  
London, UK : 2019

- Developed 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.

#### 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 Lead, 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, various parts of concepts were integrated into CES & launched into myriad of HaaS subscriptions & partnerships e.g. LG Gallery Design TV, LG SIGNATURE Premium Service in N. America, S. Korea & Singapore, streaming partnership w/ Twitch

### 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 qtrly. milestones
- Evangelized improved design workflow incl. fan-centric design method, complete design system, documentations (e.g. product playbook, UX design principles, etc.)
- Guided & coached jr. 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%; app store rating from 2.1 to 4.9 out of 5
- Exceeded every qtrly. 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

Senior 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

User Experience Designer, 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; QR code, BLE & NFC integration; convenience & human factors related to task efficiency, high app 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 nearly tens of millions of users
- Improved customer satisfaction score for BlackBerry Torch by 10 to 20 points in key areas

## Designory : Product marketing agency

User Experience 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%
- 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, User Experience 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 combines: streaming live TV & pay-per-view, DVR scheduler & personalized TV guide for smartphone & tablet apps, web, FB, & Motorola set-top box—for the purpose of demonstrating the possibility of competing against Hulu to executives
- 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. 15min to over 2 hrs w/ introduction of Neopets Neohome during the 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

## Personal Project

### Project Nourished : Mixed-reality eating enhancement

- Designed & developed world's first mixed-reality exp. that combines HW & SW w/ multisensory stimulation (scent, haptic, visual & auditory feedback) to provide 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

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

## Teaching, 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 Student Thesis, ArtCenter College of Design, 2012  
Client Review Panel for MBA Thesis, USC Marshall School of Business, 2012  
Past Local Organizer, Interaction Design Association (IXDA) Los Angeles, 2011-2012

## 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, 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

## 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 Tracking – 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