

Jinsoo An

Korean American product design leader with 13 years of experience in consumer research, platform integration, product growth & strategic planning

jinsooan.com hello at jinsooan dot com

Google

Consultant, UX Lead, Marketing & Communications
Palo Alto, USA : 2021 – Current

- Confidential

Hyundai Motor

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

- Guided team of designers, strategists and project managers in designing online hub for contemporary art and culture
- Identified design process, activities, deliverables and timeline based on needs of client, team and deliverables
- Facilitated client interaction between Korean and US teams to improve cross collaboration and communication while eliminating "lost in translation"

Outcome

- After being deployed at critical junction, addressed client's needs ahead of time
- Empowered and transformed team by navigating them through roadblocks
- Improved team's ability to tackle problems and address stakeholder's feedback through structured design sprints, exercises and workshops

Nike

Consultant, Product Innovation Lead, Global Digital Innovation
Beaverton, USA : 2020

- Crafted complete platform experience that leverages digital & physical to build community around fitness—with goal of diversifying Nike's business model & disrupting marketplace
- Defined & developed multi-year product vision, roadmap, playbook & proof-of-concepts for integrated products & services in rapid sprints
- Led & coached lean team of designers, strategist & PM w/ innovative methods, workshops & exercises that encouraged momentum & sense of direction

Outcome

- Transformed client's ambiguous direction into solid strategic vision that galvanized innovation team
- Delivered project on time & surpassed client's requirements
- Played key role in evolving into pilot programs & short/long-term roadmap
- Received excellent remarks by client on thoughtfulness & level of depth

Food Lab Accelerator at Google (FLAG)

Product Owner, Supply Chain Management
Palo Alto, USA : 2019 – 2020

- Developed global agrobiodiversity playbook that accounts for human values, community & scale to encourage actions that have far-reaching social impact, incl. transparency, accountability, fairness, diversity
- Bridged key industry leaders, partners & non-profits to develop new supply chain framework that facilitates exchange of value through trust & accountability
- Architected blueprint for operational workstreams that include: scenario planning, AI equity algorithm, blockchain-based traceability & assessment tools

Outcome

- Facilitated 50+ stakeholders towards unified direction from divergence and orchestrated actionable items with use of product management process
- Rapidly adapted playbook and framework into global pilot programs that accounted for COVID-19 and shortage and oversupply in global supply chain sys.

British American Tobacco

Consultant, Product Innovation Lead, Strategic Science & Technology
London, UK : 2019

- Developed future-forward platform for consumable that optimizes psychological well-being of consumers based on wide range of social contexts & narratives
- Established non-toxic platform framework that integrates consumables w/ HW, SW, services & supply chain for purpose of maintaining well-being & facilitating convex growth through horizontal integration
- Equipped R&D group w/ playbook that reframed problems, unpacked complex issues & provided forecast/clarity—in regards to strategic opportunities, potential markets, revenue models/monetization, use cases, partnership, supply chain, ecosystem, risk assessment, corp. governance & regulations

Outcome

- Through entrepreneurial method & co-creation, persuaded executives to commit to proposed global vision leading to hundreds of mn of dollar investment incl. scientific research, pilots & major shift in corporate strategy
- Work became part of innovation center of excellence & experiential installation to evangelize direction

LG Electronics

Consultant, Product Innovation Lead, Digital Display
Seoul, S. Korea : 2018

- Developed series of product concepts, strategies & revenue models for home in next 5 to 10 years for C-level executives—by combing LG ThinkQ with AI, big data, blockchain, voice interface & sensor tech for wellness & privacy
- Led & conducted extensive research on home by analyzing spatial/social interaction, media consumption, space utilization & movement of typical households—w/ focus on evolving Millennials & aging Babyboomers
- Compiled data were used to make key decision during product design process
- Conducted surveys & contextual inquiries on lifestyle, preferences & media consumption of target demographics

Outcome

- Proposed concepts were presented to CEO for purpose of guiding long-term investment strategy for flat panel, IoT & mobile devices & smart appliances
- Work was integrated into CES & then 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 with Twitch

NFL : National Football League

Cross-Platform Product Design Lead, Digital Media Group
Culver City, USA : 2016 – 2017

- Provided product leadership for in-house teams across mobile, web & connected TV as well as premium subscriptions, stadium experiences, gaming & e-commerce
- Was responsible for increasing user engagement in over 22 apps, 7 websites & 5 social media properties of NFL ecosystem in US, Canada, Mexico, UK & Australia by driving feature development process & advocating fan-centric design method
- Revamped products & services through opportunity identification, formalized product design documentation (e.g. PRD, product playbook, design principles), UI standardization & consumer research
- Collaborated w/ VPs of Product & Customer Exp. as well as data scientist, editors, franchise owners & wireless provider (Verizon) to enhance & maintain products through entire life cycles & quarterly milestones

Outcome

- Increased mobile engagement by 300% & conversion rate for subscription by 40%
- Improved usability & fan satisfaction of mobile, TV & event experiences by 20–30%
- Increased app store rating from 2.1 to 4.9 out of 5
- Led to 200mn+ installs & rapid growth in profit
- Exceeded every quarterly KPI & raised bar

Deutsch : Full-stack service agency for viral product

Experience Design Lead, UX Group
Los Angeles, USA : 2012 – 2016

- Led design of digital & physical products w/ goal of providing high cultural value, social currency, virality & purchase conversion rate
- Developed mobile apps for digital marketplace, e-commerce, membership loyalty program, contactless ordering/POS, car buying, gaming, cellular network service management & proximity marketing
- Designed mobile tools & experiential activations that work w/ Bluetooth & NFC to increase customer engagement, retention, purchase & social content creation
- Worked closely w/ multidisciplinary teams e.g. invention, experiential, creative, planning & production to optimize product experience & value propositions

Outcome

- Exceeded consumer engagement & paid conversion rate as much as 200%
- Surpassed clients' target KPIs on 80% of all consumer-facing projects

Key Clients

Nintendo, Volkswagen, Taco Bell, T-Mobile, Target, Zillow, Vivint Smart Home

Publicis Groupe (FKA Rosetta) : Data-driven agency

Senior Experience Architect, Customer Experience Group
El Segundo, USA : 2012

- Designed customer experience, service framework & product strategies for streaming media, digital marketplace, eSports & e-commerce platforms (e.g. PlayStation Network, Sony Entertainment Network & Call of Duty: Elite)
- Analyzed big data related to consumer interaction, metagaming & media/gaming culture

Outcome

- Improved gamer retention by 30-40% & digital purchase by 20-40%
- Expanded agency's capabilities by introducing human-centered design method

Key Clients

Sony, Activision Blizzard, Murad Skincare

Iconmobile : German consultancy for mobile & auto UI

User Experience Designer, UX Group
Santa Monica, USA : 2011 – 2012

- Designed mobile product features for native & web applications (e.g. operating system, browser, payment & retail activations)
- Strong emphasis on mobility, location-based services, convenience & human factors (intuitiveness, efficiency, usability, accessibility)
- Cooperated w/ engineers from Berlin & multilateral agency partners to ensure that product features are aligned w/ value props. & marketing

Key Clients

Google, Microsoft, T-Mobile, Johnson & Johnson

SPEAKING ENGAGEMENTS

TEDxTartu, Estonia, 2018
Google Food Lab, USA, 2018 & 2017
CopenXrealities, Denmark, 2017
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, UCLA Architecture & Urban Design, USA, 2014
TED Week, UCLA Anderson School of Management, USA, 2014

TEACHING, MENTORING & LEADERSHIP

Guest Instructor, Carnegie Mellon CMKL Thailand
Edu Consultant & Workshop Instructor, CENTRO College for Design, Media & Film
Advisor for MA Research, The New School for Social Research
Mentor for Student Thesis, ArtCenter College of Design
Client Review Panel for MBA Thesis, USC Marshall
Past Local Organizer, Interaction Design Association (IxDA) Los Angeles

AWARDS

1st Pl. Winner & Team Lead, Hololens Hackathon, Microsoft, 2016
1st Pl. Winner & Team Lead, Extreme Wearables Designathon, Intel & ArtCenter, 2014
Best Brand Experience, UX Award, 2014
The Webby Awards Nominee, 2014
FWA, 2015, 2014, 2013

SKILLS

Design Methods – Human-Centered • Systems Thinking • Transgenerational
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 – Mobile, TV & Wearable App
Research Methods – Ethnographic • Cross-Cultural • Heuristic Eval. • Contextual Inq.
User Testing & A/B Testing Tools – UserTesting.com • Qualtrics
UX, IxD & Wireframing Tools – Figma • Framer • InDesign • InVision • Sketch
Web Accessibility – WCAG

EDUCATION

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

Cooper Interaction Design Practicum
Cooper U, San Francisco, CA