

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

Relevant 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
- 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
- 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

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
- Initial contract of 3 mo. was extended to 9 mo. as result of high performance

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 qtlly. 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 qtlly. KPI set by stakeholders during employment

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

Top 5 in JD Power Manufacturer's Website Study, 2009 & 2010

Mentoring & Community Involvement

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, 2011-2012v

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