

Jinsoo An

Product Lead with focus on cross-platform product design, growth strategy & consumer research

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Recent 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

Awards

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.

Languages – Read, write & speak fluently in English & Korean • Elementary Japanese

Project Tracking – Jira • Trello

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

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