

Work Experience

Senior Product Designer

SBI Digital Markets

July 2023 ~ Present

Project Nebula

- Led end to end UX design for enterprise blockchain products from discovery and workflow definition through wire frames, prototyping and developer-ready specifications

Project Aurora

- Designed complex admin and client portals for institutional users translating blockchain and smart contract workflows into intuitive role-based web experience
- Defined and regularly improved user flows, information architecture and interaction patterns for data-rich B2B applications handling both traditional financial products and digital assets operations.
- Partnered closely with product managers, engineers and operations team to align user needs, business goals, and technical constraints.
- Maintained and expanded a shamed design system to ensure consistency, scalability and efficient product development across multiple platforms.
- Facilitated design discussions and product planning, advocating for user-centred decisions through out the product life cycle.

Product Designer

NCS Group (Client DBS)

July 2022 ~ July 2023

- Owned UX design for enterprise onboarding experiences, simplifying complex workflows for large corporate clients.
- Conducted user research, usability testing, and iterative design improvements to identify pain points and inform product decisions.
- Created user flows, wire frames, interactive prototypes and high-fidelity designs for web-based B2B products.
- Collaborated with product managers, UX researchers, business analysts, engineers and technical writers throughout the product development life cycle.
- Worked with multiple stakeholders to balance business objectives, technical feasibility and user experience.
- Iterated rapidly user feedback and product metrics to improve usability and adoption.

UX UI Designer

DESKERA

Apr 2019 ~ June 2022

- Designed web and mobile experiences for a SaaS platform, restructuring complex features into intuitive, scalable product modules.
- Built and maintained a comprehensive design system, establishing reusable components and visual standards across multiple products.
- Collaborated closely with engineers throughout implementation to resolve edge cases and ensure design quality.
- Designed interaction patterns and responsive user interfaces that improved consistency across the product ecosystem.

UX UI Design Intern

YORIBE

Nov 2018 ~ Jan 2019

- Supported end-to-end UX design for the first product release, from low-fidelity concepts to production-ready prototypes.
- Conducted usability testing, synthesized user feedback, and iterated designs to improve product usability.
- Created interactive prototypes and presentation-ready demonstrations for internal stakeholders and product showcases.
- Collaborated with cross-functional teams throughout the design and validation process.

Project Manager

FUNNYFLUX

Feb 2016 ~ Apr 2018

- Oversees the production schedule, process, quality and coordination between overseas outsourcing companies and internal department units.

Working Holiday Program

BERLIN, GERMANY

Dec 2012 - Dec 2013

- Learn how to take risks and step outside of comfort zone building relationships with people from other cultures, challenge.

Project Coordinator

GREENCOW STUDIO

Feb 2011 ~ Aug 2012

- PA to Art Director as In-house English to Korean Translator and point of communication with English speaking production crew and well as production coordination works.

Education

Coursera & Google
Google UX Design (6 months course)
2022

Interaction Design Foundation
Design Thinking - The Beginner’s Guide, User Research - Methods and Best Practices, Mobile User Experience UX Design
2019

The One Academy of Communication Design
Diploma in Digital Animation
2014 - 2015,
2008 - 2010