Seung Youn Han (Younni)

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Product Designer with 6 years of experience specialized in building inclusive, data-driven digital products for global markets. Proven expertise in optimizing user journeys, evidenced by a **75% increase in conversion rates**. Strong advocate for **user-centered design (UCD)** and **design systems**, with a track record of leading cross-functional teams in Agile environments to deliver measurable business results.

Also leverage AI-powered tools to enhance workflow, ideation and validation; implement wire framing and UX verification to enable faster iteration and data-informed decisions.

ADDITIONAL SKILLS

Soft kills:
- Product Design & Strategy: End-to-end UXUI Design, Design systems
- User Research &Validation: User Interviews, Usability Testing, A/B Testing
- Collaboration & Leadership : Cross-functional Leadership, Stakeholder Management, Design Mentorship
- Accessibility (WCAG 2.1)

Hard skills: Figma, Adobe Creative Suite, Sketch, GA4, Jira

PROFESSIONAL EXPERIENCE

Senior Product designer, Hyundai Department E-commerce App   April 2023 ~ Present

The Hyundai is Korea's app and web platform for e-commerce. Maintain UX/UI strategy from discovery to post-launch optimization, driving measurable business impact through data-driven design decisions.

Easy Payment Order Service (One-Click Flow) : Reduced checkout time from **42s to 6s** by identifying friction points through qualitative user research and restructuring the information hierarchy. This optimization resulted in a **75% boost in Purchase Conversion Rate**.

Short-Form Video Commerce Feature : Spearheaded the design of a short-form video feature to solve user drop-off issues, **achieving 50% annual sales growth** by integrating seamless purchase and CS functionalities.

App Integration : Directed the UX strategy for a unified platform integration, leading to **1 million new customers** within 100 days. Managed the design system and QA process to ensure high-quality delivery across services.

UX/UI Designer, Saltcake Design Agency   Jun 2019 ~ Dec 2022

Global Design Systems : Established scalable design systems for global brands like LG and Hyundai Motors, balancing **global brand consistency** with **regional localized features**. Expanded platform presence across 20 markets, including **5 EU nations**.

LG Electronics Collaboration: Facilitated collaborative workshops with US-based design teams to unify design language and rebuild component libraries, enhancing **cross-continental design scalability.**

Award- Winning Design: Led the BI/CI design system for KIA, which was recognized with the **iF Red Dot Award**, ensuring a seamless experience across online and offline touch points.

Fashion Designer, New Balance China   Jan 2018 ~ Jun 2019

Applied **UX-inspired research methodologies** to fashion product development, conducting field research and user preference interviews across Asian markets. Achieved a **120%+ sales rate** by aligning product design with data-driven customer insights.

EDUCATION

Ewha Wonans University, Korea   March. *2010.*
Bachelor's degree / Fashion design